

A man in a dark suit, light shirt, and red tie is sitting on a red patterned chair on a balcony. He is looking directly at the camera with a serious expression. The background shows a cityscape across a body of water, with buildings and a bridge visible. The scene is dimly lit, suggesting dusk or dawn. The word "LOYALTY." is overlaid in large white serif font, with a red dot at the end of the period.

LOYALTY.

David Collins

Co-Founder, Great National Group

Reality Check #1

Acquiring *new* business has never been as challenging and costly.

Reality Check #3

At best, loyalty is *borrowed*.

Reality Check #2

Loyalty as we know it today is pretty much *dead* in the water.

Reality Check #4

Your guests do *not* want a relationship with you.

Truth #1

You simply *must* hold onto your customers.

Truth #3

Your customers dictate the rules of engagement .. *not* you.

Truth #2

Your customers don't need you as much as *you* need them.

Truth #4

If they are a client, it's *just* a phase they're going through.

Three Pillars ..

Visibility.
Conversion.
Retention.

Visibility

How visible you are to your target market.

Essentials

Audit your site.

How good is your SEO?

Be social.

Pay your way.

Measure and monitor.

3rd Party Channels.

Conversion

Converting Lookers into Bookers.

Essentials

Be mobile.

Look your best.

Is your booking engine right?

Security as a USP.

Invite and publish reviews.

Stay in touch.

To conclude

Your website should be ..

Intuitive.

Personalised.

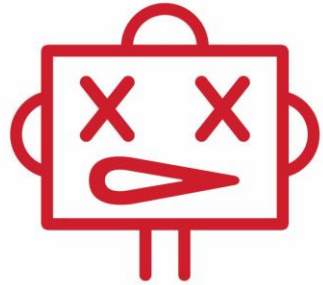
Seamless.

Friction-free.

Secure.

Mobile enabled.

In short .. be magnetic ..



Revanista™

OUR EXPERTISE - YOUR WAY