



**SALES AND
MARKETING
BROCHURE**





Venmac Hospitality is a hotel consulting and digital marketing company with an unmatched experience in the hospitality Industry. We are passionate in seeing businesses and business owners succeed. Our services spans across hotels, apartments, hotel apartments, Airbnb apartments, short-lets and estates as well as providing marketing for these businesses. We are concerned about how visible your business is online and how well your online presence is bringing revenue for the business.

As global partners with RateTiger, a unified hotel management platform, we would attract, win, retain guests & grow your business using CHANNEL MANAGER, BOOKING ENGINE, WEBSITE DESIGN, RATE SHOPPER and DIGITAL MARKETING tools.

We have our presence in several hotels and apartments in the city of Abuja & Lagos as well as our hotel P.M.S partners all over Nigeria.



HOTEL SALES AND DIGITAL MARKETING PRODUCTS

Your hotel's search ranking depends purely on visibility; which is based on algorithms, quality content, and how visitors engage with your website. Your ranking on Google depends largely on visibility. Your hotels online visibility depends on your hotel's digital marketing tools.

As number of hotel lovers increase side by side growing population, there is a need to grow the marketing concerns of your hotel. Globally, statistics recognized about 83% of people leveraging on technology to find out information on pricing, location, and reviews from hotel website or book hotels using a digital marketing tool. In order to ensure your hotel becomes a market leader and increase its revenue, we will provide smart solutions to increase visibility and drive sales.

A LIST OF OUR SERVICES

APPENDIX I

ON-BOARDING OF HOTELS/PROPERTIES ON OTAS

We are committed to making sure investors get returns on their investments that's why we shoulder the responsibility of assisting hoteliers to register properties on various Online Travel Agencies. We understand that these processes can be very complex and complicated. With our team of professionals, we help properties by driving sales with different available distribution channels and manage these processes for them.



APPENDIX II

ACCOUNT MANAGEMENT SERVICES

We will provide 100% management of your online presence. We understand that the aim of every business is to generate maximum revenue and our team is well positioned to make that happen for you. Our channel manager tool is robust enough to accommodate all the booking concerns faced by a hotel. Our channel manager listing works by syncing all key information about your hotel, including rooms availability, prices and aligning them across all OTAs to gain visibility in real time.

Your property can maintain competitive relevance through great content management, rate negotiation, seasonal and timely rate promotional campaigns, rate parity and staying abreast of events that can boost customer traffic to your property. The key is to partner with us in managing your property to the point of revenue success.



APPENDIX III

DIGITAL MARKETING B2B/B2C

Nearly 60% of the world's population, about 4.66 billion people are now active internet users. As Social media reach continues to explode year after year, the options and potential are endless, and with the right strategy and technology, we at Venmac Hospitality can harness the power of digital marketing to create marketing magic for your hotel. We are experienced in managing and capturing all your bookings via your hotel website, social media platform and other marketing channels directly on real time basis.



APPENDIX IV

DIRECT MARKETING

Marketing can be so easy yet difficult if it's done by a single person, that's why effective marketing is the core of all business operations. At Venmac Hospitality we capitalize on direct marketing by putting out the products of a hotel in our custody before the customers, end users (B2C) and also ensuring we reach both corporate and leisure or holiday guests by putting all the products such as accommodation, food and beverage services, banqueting services where available especially before corporate clients for their meetings and conferencing, etc. (B2B).



APPENDIX III

HOTEL/APARTMENT WEBSITE SET UP

Having a website is good but having a marketable website would position your property for global recognition and visibility. Your hotel/property website is an integral part of your online marketing strategy, and you need to consider each component carefully. Having a good website is very important to the brand image of the hotel/Apartment. Most travel guest book directly from hotel website. That's why at Venmac Hospitality we are not only specialized in digital marketing skills but also equipped to build high marketing websites that are tailored at capturing the attention of your target market and driving bookings.



APPENDIX VI

PAYMENTS & PAYOUTS

With the suspension in the use naira-debit/master card to facilitate international transactions, payments of OTAs have been a major challenge for many brands which has caused a lot of suspensions of hotels account on these platforms and loss of revenue since it took effect. However, we have a solution that would enable you to payout your commissions to OTAs to avoid the risk of account closure or suspension before deadlines. Venmac Hospitality would make sure that payments are settled for every successful online transaction, and settlements of invoices for offline transactions on relevant OTAs to avoid risk of penalties.





TRAININGS AND CONSULTANCY

Venmac Hospitality would provide trainings and consultancy services to help hotels, apartments and investors to become expert in managing their OTAs on the extranets of various platforms. We will educate your team on how to deal with Online reservations, guests, conflicts and fraud related cases. This is very important to growing your business and having a right start. Businesses will thrive when all relevant parties know their roles and are committed to it.

OUR CLIENT



OUR PARTNERS



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