

# Signature Suites Marketing Plan Case Study



Signature Suites  
Hospitality industry  
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[www.signaturesuitesuk.com](http://www.signaturesuitesuk.com)



## AT A GLANCE

Signature Suites experienced low occupancy rates of around 20% and required support to increase bookings and revenue. The Afro Marketer team reviewed the existing business plan and recommended marketing strategies that increased their occupancy rates by up to 80%.

## ABOUT SIGNATURE SUITES

Signature Suites are one of Peterborough's fastest-growing group of serviced aparthotels in the heart of Peterborough city centre. They provide a luxurious experience for travellers through award-winning customer service and unique design decor.

## WHAT DID WE DO?

Take a look at the different marketing strategies we applied for Signature Suites.

### Market segmentation

A review of the business mix identified the absence of a corporate traveller. To capture this market, we brought in an external Sales Team. The team set up a corporate rate, secured bookings for corporate accounts and drove sales that increased the revenue per available room.

### Property Management System (PMS)

We added a functionality to their existing system to run reports. We also utilised the built-in email feature to capture customer data using create automated emails for check-in, check-out and Wi-Fi access.

### Customer Relationship Management (CRM)

We created branded email templates using Campaign Monitor and sent out regular communications promoting leisure breaks and seasonal offers. We also implemented marketing tactics that increased their database from 2,696 accounts in 2020 to 5,852 accounts in 2021.

### Booking channels

A majority of bookings were completed through OTA sites like Booking.com. In addition they were also paying a high commission rate for each sale. Our team managed to bring down their commission rate and devised a strategic plan to convert these customers to book direct.

### Digital marketing support

To optimise online activity we sourced a digital agency for support. They developed a PPC campaign and put in place procedures to improve the company website. The site was also optimised for mobile devices improving the customer's online experience.

### Social media activity

A content scheduling calendar was created to manage and track their activity on social. Working with the team we created new content to promote the aparthotels and ran regular Facebook competitions. Paid ads were also used to increase engagement rates. As a result their Facebook following increased by up to 74% in 2021.



## THE RESULTS

We improved their occupancy rates from a low 20% to high 80% after implementing our marketing strategies. This was a result of introducing corporate accounts and redirecting customers to book direct.

In addition the company now have a stronger online presence with an optimised website and engaged audience on social and media. Since working with us the company have opened additional aparthotels in Peterborough area.

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