



With 20 years of experience in marketing, our absolute passion is serving independent hotels, bars and restaurants.

We are driven by a positive excitement, an inner drive and a love of personally engaging with venue owners to create meaningful work that creates certain results and showcases business impeccably.

We bring great ideas and workable concepts that drive sales and increase profits.

Colloco is excited to bring you a **10-step method** that we follow to when working with your venue to ensure you get 5 star reviews on Trip Advisor.

Work with us to catapult your venue to success.

#### THIS WAY... FOR OUR TEN STEP PLAN FOR YOUR SUCCESS





#### COMMUNICATE, THINK, RESEARCH.

This is where our expert visits you, finds out where you are at with your business and where you want to take things. They conduct a comprehensive review and undertake research on the marketplace.

**COLLOC**www.colloco-consultancy

# 2nd We confirm O U R A P P R O A C H

#### Your Brand. Your Story. Our Approach. The Strategy.

At this stage we provide you with our advice, present concepts, and a plan to strengthen your brand, tell your story and formulate our plan of attack.

**COLLOCO**www.colloco-consultancy.co.uk



#### Strong Image. Showcase. Look Outstanding.

We provide creative, professional photography and videography that tell your story perfectly to entice visitors to your venue. When we work with you, you get this right and stand out from the crowd.



## WeTRAIN

4th

#### Staff Retention. Motivation. Customer Satisfaction

Your staff are the face of your business.

Happy staff will be the making of your venue.

With our on-site training -you get motivated,
friendly and highly knowledgeable staff - those
who know their wines, make incredible
cocktails and make your customers feel special.

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We provide you with a brilliant showcase for your venue, powerful content offering your visitors an enriching experience, influencing them to contact you and ultimately visit you and spend money.

## We CREATE YOUR WEBSITE

Cost Savings. Great Design. Your Story. Strong Brand.





#### We GET YOU FOUND

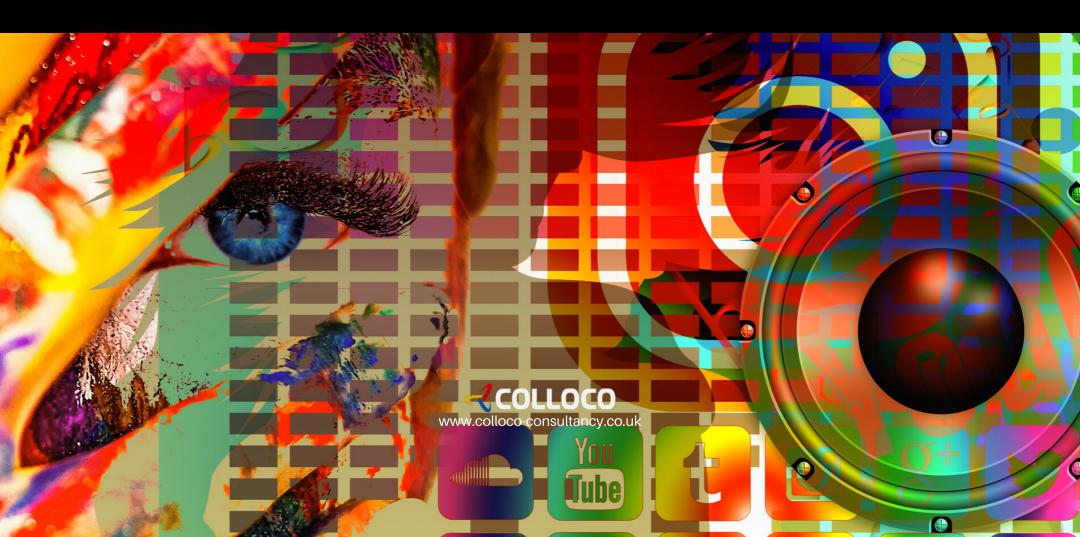
Cost Savings, Direct Bookings, Efficiency.

Search Engine Optimization done well gets your venue closer to the top positions in the search results of Google. With content writing, SEO and website optimisation we will ensure you get positive results.



# We START SOCIAL MEDIA Strong Image. Customer Engagement.

We provide your venue with a creative, organised and powerful social media campaign to project a strong image and engage with your customers in a positive way.



8th CAMPAIGN Expert Ads. Measured Results. We test and implement an ad campaign that guarantees results.

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# 9th We send in our UNDERCOVER EXPERT A seasoned expert evaluates

A seasoned expert evaluates your venue. We ensure the training implemented, and all work undertaken is in place and working well. We evaluate and highlight any areas that would benefit from additional improvement.

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#### RECONSULT

#### Communicate. Report. Results. Refine.

We consult with you once again.

We present our "Undercover Experts" findings.

We put in place follow-up training, make changes, refine our approachwhere necessary and we keep up the good work.



### WHYUS? we care about you

At Colloco, the client is really put at the centre of things! Your success is absolutely our success.

We care about our clients and we make sure we get to know you and your business.

We listen carefully, think strategically, give advice and implement fabulous ideas, to generate increased profit for your business.



### WHY US? good communication

You are not left to your own devices after we've finished a project.

These days the way we all do business is rapidly changing.

To help you stay ahead of the competition we make sure we monitor the results of our activity.

We touch base with your regularly to suggest improvements according to these results.

We talk about any changes in the marketplace that affect your business and adapt our approach accordingly.





passionate about serving independent hotels, bars & restaurants.

