



# ROOM MATE

TO BECOME CLOSER

WHEN LIFE  
MEETS DIGITAL

# CONTENT

objectives  
competitors  
tools  
activities

# OBJECTIVES

## business objectives

- rating boost in booking systems
- intensify bookings without the booking systems commission
- expand in customer life time value
- become the first in the market to master a live, two-way communication system
- Happitality breakthrough launch

## digital marketing objectives

- increasing the conversion of website visitors into targeted actions on your own website
- stop duplicating negative reviews on review sites
- creation and continuous expansion of our own base of potential guests
- improving the behavioral factors of site visitors