

I help luxury hospitality brands to generate qualified leads and direct bookings through a simple, scalable, and measurable model

COMPANY PROFILE

In the game since 1996

Every single touchpoint matters

WHO IS ORIGINBLU?

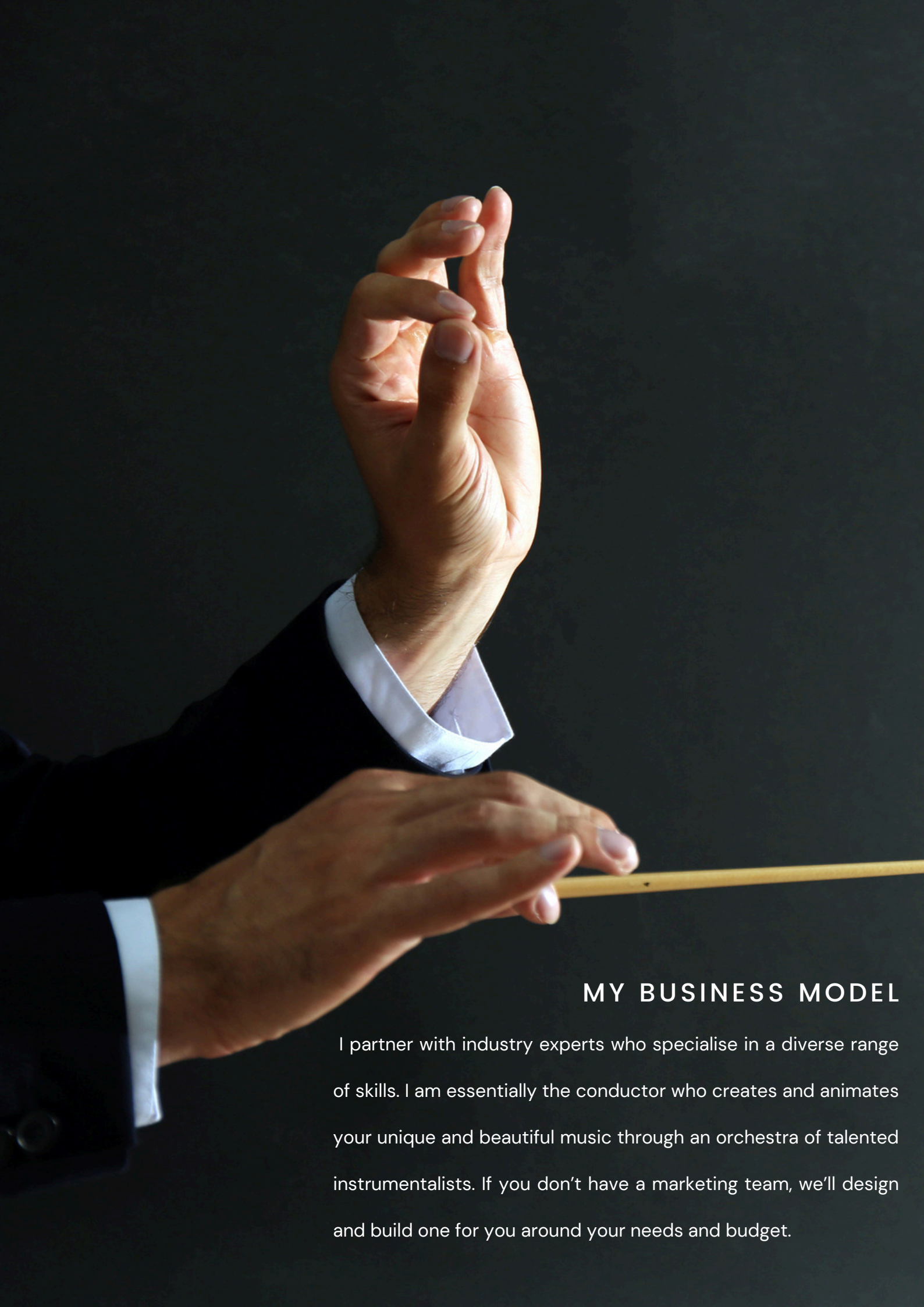
I've worked in the hospitality industry with luxury lodges and hotels since 1996 and have experienced almost every element of the hospitality value chain. I founded a full-service marketing agency 18 years ago and am an experienced brand storyteller. I've gone from being a solopreneur to heading up a company and sitting on the leadership team of a multinational luxury hotel group. **And then came COVID-19 when I (almost) lost it all.**



Michelle Damaskinos | Queen of Convers(at)ions 😊

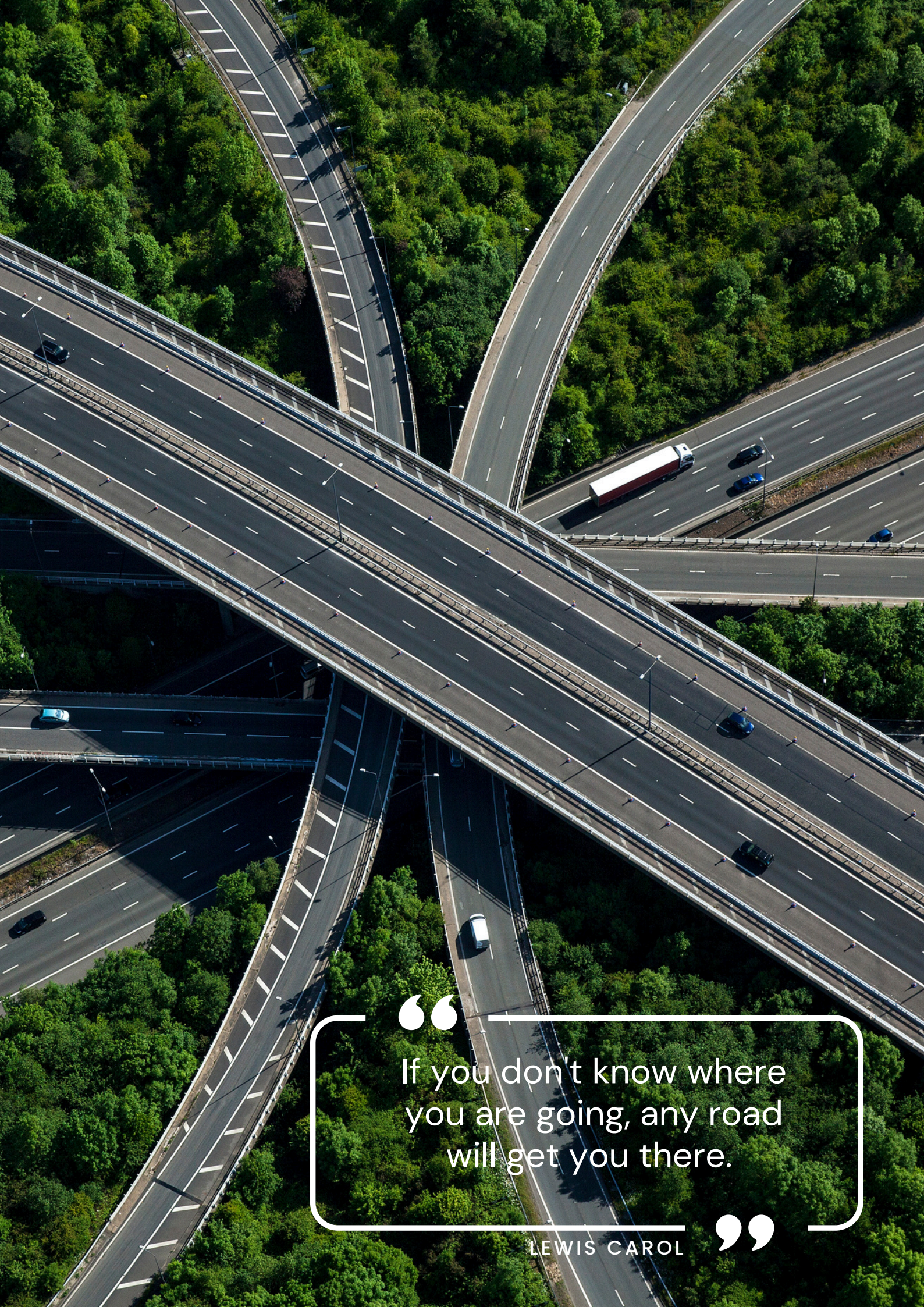
In the time since COVID I've remodelled the way I work. I've downscaled my business from a team of eleven to just one, and have found my sweet spot as a luxury hospitality brand consultant. I've distilled the wealth of knowledge and insight I gained over almost thirty years into a simple marketing model that is data-driven, personalised, and focused on creating sustainable success. Using a simple framework, I'll show you how to attract, engage, and retain your ideal guests.

I'm on a mission to educate and empower purpose-driven business owners to take control of the direction of their marketing. If I have learned one thing, it is that you can never expect a marketing team or agency to take the lead—this should always come from the top.



MY BUSINESS MODEL

I partner with industry experts who specialise in a diverse range of skills. I am essentially the conductor who creates and animates your unique and beautiful music through an orchestra of talented instrumentalists. If you don't have a marketing team, we'll design and build one for you around your needs and budget.



“

If you don't know where
you are going, any road
will get you there.

”

LEWIS CAROL

IMPORTANT QUESTIONS TO PONDER

- What is your website's conversion rate, and what is the industry norm?
- Are you certain that every enquiry submitted from your website lands in your reservations inbox? **Did you know that in excess of 10% of your website enquiries could be blocked by email service providers?**
- Can you and your team answer this question with one simple statement?
Why should your customer choose you over your competition?
- Is your guest truly the HERO of your story? Is ALL of your messaging structured around the problems you solve and the aspirations you fulfil?
- **How well do you know your guest?** Have you defined Guest Personas to guide your marketing and guest experiences?
- Have you defined your Customer Journey Map, and created flow from the point of first encounter to post-stay?
- What are you doing with your guest data? Is there any human intervention in the management of your databases?
- **Do you have a CRM as your 'single source of truth'?** Does every B2B and B2C contact live there, with a full history of every encounter they have had with your brand?



THE GOLDEN CUSTOMER RECORD

A 'single source of truth' or a 'single customer view' which consists of one unified, trusted version of data that captures all the necessary information we need to know about a customer.

THE SOLUTION



THE TRIPLE-C FRAMEWORK

unravel. engage. amplify

There are three key ingredients to a successful digital strategy



CLARIFY

Know your guest.

Know yourself.

Know your direction.

We refine your brand's identity, including its narrative (specifically designed around your ideal guests' aspirations) and your unique value proposition. We guide you in laying the foundation with a robust business model and clear, actionable KPIs.

OUTCOME

Your brand blueprint, guest persona kit & business roadmap that will guide all of your marketing, and align your teams.



CONNECT

Engaging stories that draw the right crowd to a solid website that works.

We map out your customer journey and design bespoke digital ecosystems and content strategies that resonate deeply with your target personas in the right time and place, enhancing every touchpoint from initial awareness through to return visit.

OUTCOME

A digital eco-system & content strategy designed around your guest, and built to convert. Never waste another cent on misguided & unmeasured digital advertising



CONVERT

Transform engagement into lead, into customer, into loyal fan.

Through the meticulous design and integration of your digital architecture and customised analytics, we streamline your processes and your customer interactions, boosting direct bookings, satisfaction, and loyalty. An efficient system = a productive & happy team!

OUTCOME

A smart Digital Architecture that creates a seamless flow of data, improves customer relationships, streamlines processes & exponentially increases your asset value!



“

If you try to please
everyone, you will please
no-one!

RICKY GERVAIS

”

WHAT WE DO



THE TRIPLE-C FRAMEWORK

unravel. engage. amplify

The full basket of services available to you



CLARIFY

BRAND AUDIT

DIGITAL FOOTPRINT (SERP) AUDIT

GUEST PROFILING

CORPORATE IDENTITY (BRAND DNA, LOGO, CI KIT)

CORE VALUE PROPOSITION (CVP)

MARKETING STRATEGY

BUSINESS DEVELOPMENT STRATEGY



CONNECT

DIGITAL STRATEGY

WEBSITE DEVELOPMENT & DESIGN

SOCIAL MEDIA STRATEGY

SOCIAL MEDIA MANAGEMENT

EMAIL MARKETING

CONTENT MARKETING (COPY & DESIGN)

SEARCH ENGINE OPTIMISATION

GOOGLE ADS



CONVERT

DIGITAL ARCHITECTURE AUDIT

DIGITAL ARCHITECTURE DESIGN

DIGITAL ARCHITECTURE IMPLEMENTATION

DATABASE STRATEGY

CUSTOMISED KPI REPORTING

RES TEAM PERFORMANCE OPTIMISATION

WORKFLOW AUTOMATIONS

SUCCESS MANAGEMENT

A SOLUTION CUSTOMISED FOR YOU

No matter the size or shape of your business, or how far you are along your marketing curve, we will design a solution for you and take it step by step.


It's much easier than you think!

WHAT'S THE PLAN?

- 1** We book a discovery call so that I can get to understand you, your business and your needs
- 2** I design a solution for you, with a road map
- 3** We get clear. We get connected. We get converting.



 Michelle@originblu.com

 + 27 (0) 82 853 8181

 originblu.com

In a nutshell...



30 Years of Industry Experience



Guest-as-Hero Focus



Integrated Omnichannel Strategy



Data-Driven Decision Making



Scalable Framework



Clear & Structured Approach



Lead Nurturing & Retention

Origin6lu