Marketing Team objectives for November 2024

In November, the team is focused on increasing bookings for December and January stays, respectively. Simultaneously, they are engaging in campaign initiatives to improve brand awareness in preparation for Summer and September 2025 stays.

1) Brand Development and Awareness:

- To develop more branded assets that are relevant to the entire student experience and will be promoted across different channels like YouTube to help with brand awareness and drive more branded traffic
- The team will commence street interviews to help create more branded lifestyle content.

2). Creative development:

- To plan and launch very creative campaigns that will drive both brand and commercial success – SmartWell January Campaign
- Launch the SmartWell campaign and promote via paid search, newsletter, paid social and organic social media.
- We will be working on the campaign strategy, artwork development, and the entire creative and content development, and we will be ready for launch next Friday.
- Updating the company presentation
- Challenging the team to go bold and innovative when working on their creatives

3). Advertising:

- Optimising the search marketing campaigns to perform optimally and within the set budget
- Driving more brand and content engagement with ads on Tiktok and Meta
- Increasing budget, targeting CPA, and expanding queries as needed.

4) Web user experience and organic traffic improvement

- We are actively working to fix website issues that negatively impact the user experience and organic rankings
- To continue monitoring our organic rankings and traffic and making appropriate tweaks or website adjustments.

- Regular SEO audits were carried out for Google and Bing to ensure the improvement of keyword rankings and organic traffic.

5). Hyperlocal content strategy:

- We are working on an 'area guide' covering the major neighbourhoods in London with at least a university campus. This is geared towards building the authority and ranking of our website for London-related accommodation searches.
- A detailed guide is being written for over 26 areas or neighbourhoods.

6). User journey-mapped content planning

- Planning social media content calendar to include lifestyle content such as street interviews
- Creating a newsletter content schedule that touches on both campaign-related and informational content.
- Christmas campaign newsletter to be sent out to the Uninist list.
- Creating more video contents that cater to other aspects of the user journey such as refunds and cancellations

7). Commercial awareness:

- Content planning and post-scheduling will be done accordingly to help fill the 500 empty rooms in January.
- Adjusting budgets and bidding to drive occupancy levels for Christmas and January
- The team would continually seek an update on the occupancy levels for January and plan content and advertising activities accordingly.

8) Competitor monitoring and analysis:

- Regularly run auction insight analysis on paid search to guide optimisation efforts
- Carryout competitor organic rankings and backlink analysis
- Constantly monitor and review trending and effective social media content from competitors.

9) Web measurement and advanced analytics

- Ensuring enhanced conversion, consent mode and conversion API all works on Google Tag Manager, GA4 and Meta suite.

- To set-up enhanced GA4 event tracking such as video engagement tracking, outbound links tracking
- Create advanced user segments such by location and residence page visits
- Create custom conversion paths and user engagement reports

10) CRM Sync with Google Ads and value-based bidding experiments

- Work with IT to establish a full sync between Google Ads and CRM
- Once established, experiments should be launched on value-based bidding