

# Operation: Get Heads in Beds

## Stage 1- Building the foundation

### Context

*Why is this a Discovery Project? I'm here to ensure long-term success for The Viewfort Estate. This project will make it so that your systems can effectively monetize the level of attention Viewfort has continuously been getting, and the increased attention we will get with lead generation strategies in the future.*

### Problems

- The villa can't pay for itself.
- Getting insufficient attention online.
  - Most posts don't get over 10k views
  - Does not show up on the first page of google when searching relevant terms, such as 'luxury villa anguilla'
  - Not present on any listing sites: (air bnb, VRBO, booking.com etc)
- Poor monetization of attention.
  - Opt-in form on site does not work
  - Contact form on site does not work
    - "This is something that I couldn't sleep knowing, until it was fixed"
  - Not many reviews being displayed on google

[Search: 'Luxury Villa Anguilla'](#)

## EGH Services

Google

All Images Maps Videos News More Tools

Open now With pool Top rated For rent Best Cheap For sale

Villas | Anguilla

Showing average nightly prices

Check in Check-out 2 Top-rated This weekend



**Villa Kandara—with Chef** **EC\$13,412**  
5.0 ★★★★★ (1)  
This upscale villa is 0.8 mi (1.2 km) from ...  
4 bedrooms · Sleeps 16



**Kishit Blackgarden in North Side by Personal Villas** **EC\$11,750**  
captured in the simple luxury afforded by ...  
5 bedrooms · Sleeps 10



**Beach Escape Villa** **EC\$7,313**  
5.0 ★★★★★ (1)  
... a rain shower create a sense of luxury  
5 bedrooms · Sleeps 10

View 266 properties →



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 Airbnb  
<https://www.airbnb.co.uk/Anguilla>

**Anguilla Luxury Holiday Rentals**  
From spacious Mediterranean-inspired villas to cliff-top mansions and modern glass-fronted houses set within the elegant Zemi Eco...

 Isle Blue  
<https://isleblue.co/anguilla/villas>

**Anguilla Villas - Anguilla Vacation Rentals**  
Embark on an extraordinary escape to Anguilla with our unparalleled villa collection. Immerse yourself in luxury, bask in the natural beauty, and let us elevate ...

**‘Examples of what the future looks like’**

Search: ‘Luxury villa Jamaica’

Google

All Images Maps Videos News More Tools

For sale Montego bay With private pool All inclusive Open now Ocho Rios Ironshore For rent Top rated

Villas | Jamaica

Showing average nightly prices

Check in Check-out 2 Top-rated Budget options This weekend



**Beachfront Villa With Pool and Bar (Fully Staffed)** **EC\$5,428**  
5.0 ★★★★★ (90)  
Welcome to Aqua Beach Villa, a private ...  
6 bedrooms · Sleeps 12



**Idle Awhile Villas - Luxury Villa, 5 Bedrooms** **EC\$6,126**  
5.0 ★★★★★ (11)  
This upscale villa is 1.7 mi (2.8 km) from ...  
5 bedrooms · Sleeps 11



**Luxurious Beach Front Villa with Pool - Out of the Blue...** **EC\$2,850**  
5.0 ★★★★★ (146)  
... pong or do yoga seaside on your private, ...  
4 bedrooms · Sleeps 10

View 1,944 properties →



Map data ©2024

 Worldwide Dream Villas  
<https://www.worldwidedreamvillas.com/country/jamaica>

**Luxury Villas in Jamaica**  
Worldwide Dream Villas offer a wide selection of luxury villas and suites in Jamaica. Choose from luxury Jamaican holiday resort or enjoy accommodation in a ...

 Airbnb  
<https://www.airbnb.co.uk/Jamaica>

**Jamaica Luxury Holiday Rentals**  
18 Jun 2024 - Find your perfect luxury holiday rental for your trip to Jamaica. Over 5000 properties. No membership fees. 24/7 guest service.

 Isle Blue  
<https://isleblue.co/jamaica/villas>

**Jamaica Villas - vacation rentals**

[Search: 'Hotel in Praiano Italy'](#)

[Top result's instagram page: Casa Angelina](#)

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## **Aims**

1. Optimise your online funnels, fixing the current major weaknesses as fast as possible so:
  - a. We can put more focus into getting a lot more attention faster,
  - b. And as we start building your brand better and faster over time, new leads will not be lost, and instead be nurtured, and funnelled into booking a stay at View Fort Estate
  - c. Maximise lead retention and conversion rates down the funnel.
2. Move towards our first major milestone: Getting the villa to pay for itself.

# Project Scope

## *The Deliverables*

**DISCLAIMER:** All plans are subject to modification

- There will always be assumptions and known unknowns to test, and unknown unknowns to identify. To succeed, we must adapt.

## Actions

1. **General Success Consultation for you & your team.** This involves:

- o Answering any questions
- o Providing feedback on ideas
- o Sharing any opportunities I come across or think of
  - i. *The group chat will be crucial for this. Especially with Jharia working on social media. She and Olivia can bounce ideas off of me.*
- o Suggestions for the team
- o Access to and revision of the team's SWOT Analysis

2. **Market Research, in order to:**

- o Get a full, deep understanding of your target audience demographic and what makes them tick.
- o Analyse competitors strengths & weaknesses, strategies, and determine how we can stand out from them and perform better.
  - i. Looking at competitive villas and their pricing mechanisms
    - 1. Most similar to ViewFort
      - a. *Note: ViewFort hosts at most 2 separate parties*
    - 2. Look at bigger villas- 6+ bedrooms. For example:
      - a. Ani
      - b. Little Harbour Estate
- o Take advantage of the campaigns that the ATB is running for the summer, to bring traffic to us.

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- Also identify and take advantage of any other 'buzz' that's bringing attention to Anguilla
  - i. WWDIA
  - ii. Axa Sumfest
  - iii. High season & peak weeks
    - 1. 18th Dec.- 3rd Jan.
- With all this information, I'll use it as ammunition to 'fire out' marketing campaigns throughout our partnerships that push the strong-suits of your accommodations and other services, the experiences they provide, and ultimately get you revenue.
- Market Research report:
  - i. I will provide a report of my findings

### 3. **Optimising Google Business Profile:**

So that you can start standing out, and monetizing traffic straight from the world's biggest search engine.

This will include

- Adding your offers
- Connecting reviews from other sites so they can get displayed there

I hypothesise that if we can optimise your GGL business profile by:

- getting the most reviews out of all vacation rentals on island,
- sending out updates,
- adding your offers, and
- following any other guidelines google recommends,

you can show up on the top page of google for relevant search terms.

### 4. **Listing site implementation:**

This is to get in front of your target audience and monetize their high-intent attention through search on platforms they trust. This will involve:

- 2 Main categories of high intent in this case.
- Research and analyse relevant booking platforms based on View Fort Estate's target audience and property type.

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- Provide a platform recommendation report with justification for selection.
  - Conduct competitor analysis on chosen platforms to identify optimization opportunities.
  - Optimised Setup: Create listings for View Fort Estate on the chosen platforms, including property details, photos, descriptions, pricing & availability, and payment gateway connection (if needed).
    - The listings will be created for better search visibility and conversion
    - (Optional: Performance monitoring & Reporting)
    - (Optional: Basic training guide on managing listings)
5. **Running an activation email sequence:** for any leads that may have been captured, in order to nurture them with your brand and move them towards booking a stay.
- This can be done once the broken opt-in and contact forms are fixed. Which is part of the total funnel optimization, but not being handled by me at the moment.
6. **Website Audit:**
- Analyse website functionality, user experience (UX), and content flow.
  - Evaluate Search Engine Optimization (SEO) performance for relevant keywords.
  - Help to make sure the opt-in and contact forms are working going forward.

## Expected Results

- Increased conversion rates from website
- More people getting in contact to book a stay
- More total bookings over time, from the various listing sites,.

This project won't immediately get heads in beds, because it's solving more of a foundational problem.

**It would be a waste** in the long term to do anything else other than this. For example:

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- If I started to help you push out super effective social media posts and blogs, and we go viral, but your contact form doesn't work, people will try buying from you, and many will give up since they're getting no response from the contact form

A portion of those people may try calling or emailing directly, but the contact form is the easiest and fastest way to get to you.

- If your opt-in form doesn't work. Then you're losing every single lead that could've been added to your contact list for email marketing, who could've been nurtured into booking a stay.
- Another example: If our posts, those from the ATB and other brands that promote Anguilla increase the amount of people searching for terms you should be relevant in, but your google ranking is poor, then they might end up being convinced to stay somewhere else.

## Questions

- How are you currently tracking/documenting bookings?
  - Answer: Calendar on the computer
- What are the current prices of all your accommodations? Are they set? Answers 🙋:
  - \$350 per suite high season
    - \$8500 all 9 (last year)
  - \$300 per suite low season
  - \$1200 per suite Ultra-High (experimenting)

## Key Performance Indicators

*That I'll be tracking. For your information.*

### Website Audit & Optimization:

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- Website Traffic
- **Bounce Rate:** The percentage of visitors who leave the website after viewing only one page. A lower bounce rate indicates that visitors are finding the website engaging and informative.
- **Time on Site:** A longer time on site suggests that visitors are interested in the content and potentially considering booking a stay.
- **Lead Capture Forms:** Once the opt-in and contact forms are fixed, the number of signups and inquiries received through the website will be tracked.

### Lead Nurturing:

- **Email Open Rates**
- **Click-Through Rates:** The percentage of people who click on a link within the email (e.g., link to booking page). This indicates how well the emails are driving conversions.

### Listing Site Management:

- **Listing Views:** This shows how much exposure the listings are getting.
- **Booking Rates:** The number of bookings made directly through the listing platforms. This is a key metric for measuring the return on investment (ROI) for listing site management.

## Timeline

*Subject to change*

Estimated to take 1-2 weeks. Target audience, & market research are expected to take the most time.

### Things that could affect the project progression:

- Awaiting correspondence
- Unforeseen roadblocks

## What's on the Horizon

*Potentially, after this project. Stage 2- Entering the spotlight.*

**Specific campaigns with the objective of getting leads to book this summer, afterwards, and in the high season later this year. Involving:**

- Meta Organic Social Media Strategy
  - For getting and monetizing attention through Facebook & Instagram
- Blogs for improving SEO and getting attention through search.
- LinkedIn Direction & Ghostwriting
  - I advise you on how to use LinkedIn to maximise your growth as the owner, and attract opportunities for VFE
  - Become an authority in your space
  - Drive traffic to your business
- More email marketing
  - Development of a lead magnet if necessary.
    - Do you currently have a brochure? This can be a lead magnet. <https://viewfortanguilla.com/>

[Download Brochure](#)

Although market research never ends, since the world is always changing, a lot of the **initial research** on your target audience will be done with the first project, so we can have a fast turnover into getting attention-getting campaigns going.