

The background of the image shows a resort setting. In the foreground, there are several lounge beds with striped cushions and folded towels. A concrete walkway leads through the beds. In the middle ground, there are modern, dark-colored buildings. The background features rolling mountains under a clear blue sky with some light clouds. The lighting suggests it's either early morning or late afternoon.

IMMRSE

**A BOUTIQUE HOTEL & RESORT
CONSULTANCY**

www.immrsepartners.com | getstarted@immrsepartners.com

HI, WE'RE IMMRSE PARTNERS

Our **mission** is to harness the power of **IMMRSE(iv)E** techniques to uncover the distinctive essence of your property. Going beyond traditional snapshot evaluations, we immerse ourselves in every aspect of your business to uncover the authentic stories of your staff and guests.

We go beyond traditional feedback, marketing, and consulting methods by embedding ourselves in your luxury hotel or resort for 15-30 days.

By investing time on-site, we gain invaluable insights into **the true customer and employee experience**, allowing us to craft a tailored business strategy based on your unique needs. We dig *deep* to reveal compelling stories that secure press coverage, captivate audiences, and foster meaningful staff connections.

Services include Marketing and Public Relations strategies, Brand Development (or realignment), and Property Upgrade Recommendations. Our goal is to provide you with **sustainable and scalable** strategies and tactics that creatively highlight the uniqueness of your property, and overcome your barriers so you can scale.

As your dedicated partners, we strive to elevate your brand, increase occupancy, and deliver exceptional results.



The luxury hotel and resort industry is facing increasing competition from both traditional hotels and short-term rental (STR) companies which are offering more luxurious properties and amenities.

In the U.S., there are **90,562** hotel and motel businesses, and approximately **5.29 million hotel rooms**.¹

The hotel industry is growing, with a **projected increase of 3.5%** over the next two and a half years.¹

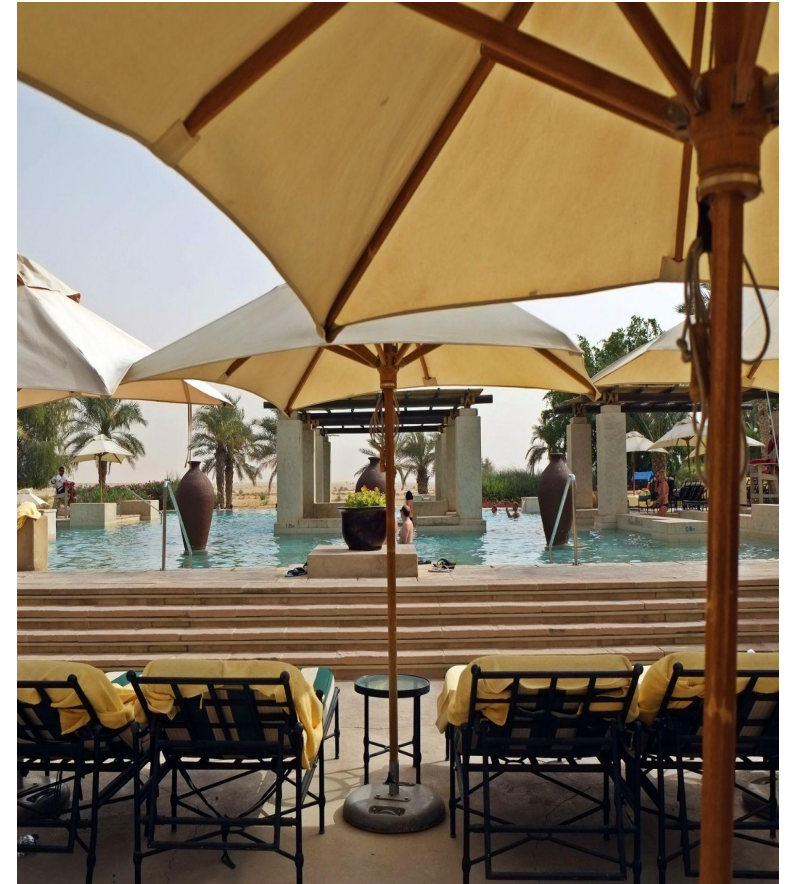
It's essential for hotels to recognize this potential and take proactive steps to capitalize on the growing market.

IMMRSE WANTS TO ELEVATE YOUR GROWTH POTENTIAL

Let's embrace your property's authenticity and elevate its growth potential. IMMRSE understands the struggles properties face in aligning their authentic brand identity with growth objectives, which is why we offer tailored solutions that drive success.

Let's connect if:

- Your property is consistently receiving poor feedback.
- You're interested in creating a new brand strategy formed around authentic, powerful stories about your property.
- You have big goals for increasing occupancy.
- You want to stay ahead of the curve and keep a pulse on your guest experience.
- You want to stay ahead of your competition.
- You need a fresh perspective and a better understanding of the "big picture."





WHAT YOU CAN EXPECT

- **RELIABLE FEEDBACK**

Getting solid feedback from someone who understands where you're coming from and is on your team is hard. Influencers care more about their own brand than yours, and agencies care about an upsell to keep you hooked.

- **BRANDING & MARKETING STRATEGIES THAT ARE AUTHENTIC TO YOU**

Agencies and contractors don't have the time to fully **IMMRSE** themselves in every aspect of your property. Without a comprehensive understanding of its essence and core, they're unable to develop authentic branding and messaging strategies that resonate with your brand and target visitors, which is the key to driving authentic and effective growth.

- **PUBLIC RELATIONS PLACEMENTS THAT WILL RESONATE WITH YOUR AUDIENCE**

We approach each client as an original and with a fresh perspective. What you offer and how we present it is a narrative unique to your brand - from insight on travel trends to creative ideation and a curated pitching strategy, our goal is to provide powerful results. Our targeted approach to communications strategy drives awareness, thus business, and impacts the bottom line.

THE POWER OF IMMRS(iv)E FEEDBACK

INFLUENCERS

Influencers are only exposed to a curated experience in order to produce content for their audience. Only gives feedback from their perspective on their platform.



We're communication and marketing experts who've worked with Fortune 500 brands and startups, we're trained to know what to look for to highlight your best assets.

EXPERTS IN OUR FIELD

GUESTS

Visit the property for a limited amount of time, experiences are based on what's happening through the duration of their stay.



We **IMMRSE** ourselves in your property for 15-30 days, fully exploring and uncovering the unique gems your hotel has to offer, delivering valuable insights to you.

WE'VE GOT TIME

EMPLOYEES

Have a one-sided perspective on the guest experience. Employees can get caught up in details, potentially missing the broader perspective.



With an extended stay, we're able to **IMMRSE** ourselves in both halves of the equation - the employees and the guests. Let us get to know the nooks and crannies of your people.

WE GET THE 411

AGENCIES & CONTRACTORS

Unable to provide a fresh perspective, or spend the amount of time needed to be exposed to the facets of hospitality.



We're creative, perceptive, and fun people who'll always bring a left-field take on what's going on in your hotel. Trust us, this will play to your advantage.

WE KEEP IT FRESH

A FRESH PERSPECTIVE ON MARKETING & PR



AUTHENTIC

By relying solely on agencies and influencers for feedback and recommendations, there is a potential for biased perspectives that hinder the creation of accurate and authentic marketing materials, aligned with the unique qualities of your property.

Our approach sets us apart, as we have no interest in upselling or cross-selling our services, nor do we seek to promote our personal brands. This allows us to offer you truly honest, authentic feedback and customized strategies that cater specifically to your property.



A BETTER UNDERSTANDING OF ROI

Measuring revenue impact of marketing campaigns, multiple channels, and diverse metrics is challenging. Additionally, unquantifiable property updates that improve booking rates and ROI complicate the understanding of an investment's true value.

Measurement is our expertise. Morgan, with a decade of growth marketing experience, has effectively managed budgets of up to \$60,000,000 per year. Taylor brings a wealth of experience in running public relations programs, where measurement is critical for showcasing reach and the profitability impact.



AN UNBIASED PERSPECTIVE

Internal teams get engrossed in details, inadvertently overlooking the broader perspective. Marketing and PR support from agencies that solely focus and support hospitality verticals can result in generic advice that lacks a fresh perspective.

Through our immersive approach, we spend 15-30 days living on your property, enabling us to fully **IMMRSE** ourselves in the breadth of your offerings. This extended duration provides ample time to discover and appreciate your unique qualities, guaranteeing devoted attention to every detail.



FIRST HAND UNDERSTANDING

The transient nature of third-party support results in a limited understanding of your property's true essence and what makes it special. This restricted viewpoint undermines the perspective and effectiveness of their work.

With expertise in 15 diverse business verticals, including education, CPG, media, restaurants, DTC, and retail luxury goods, our team offers a wealth of experience. Combined with an unbiased perspective on your property and the hospitality industry, we provide fresh and innovative approaches.

OUR SERVICES

Full day 15 - 30 Day Onsite Service Offerings Include:

- **Situation Analysis:** Our mission is to uncover the distinctive essence of your property by uncovering the *why* with what makes your property special. By experiencing it all firsthand, we discover the captivating stories of your staff and guests, and bring that to you in a way that you can utilize to differentiate your brand.
- **Strategic Consulting:** Drawing upon our experience in your hotel, we provide brand, growth, and PR marketing strategies tailored to your unique needs.
- **Brand Positioning:** Provide ideas and recommendations to optimize the guest experience including:
 - Aesthetics & Accommodations
 - Services on Site
 - Food & Drink
 - Local Culture & Partnership Opportunities
- **Integrated Communications Strategy:** We develop a comprehensive plan to align and synchronize your communication efforts across various channels and platforms.

*We're open to providing services tailored to your needs, once we have the initial scoping conversation we will solidify the proposal and SOW where we will choose the main focus areas ranked in order of importance for your **IMMRSE(iv)E** Experience*



OUR AREAS OF EXPERTISE

Marketing Strategy

We offer insights on target audiences, branding, online presence, digital advertising, traditional marketing channels, and customer relationship management, helping hotels attract and retain guests, stand out from competitors, and achieve their business objectives.

Public Relations Strategy

Unearth meaningful opportunities for storytelling, develop media lists for your target audience, organize media calendars based on seasonality, tap into industry trends and begin sharing the right message for your property that will set you apart from the crowded hospitality space.

Brand Alignment or Development

We assess your existing brand infrastructure, followed by collaborative efforts to develop or align your property's brand. We focus on key elements such as your mission and values, tone and application, brand personality, sonic identity, and application on-site.

Cost-Effective Design Upgrades

Our recommendations aim to enhance the guest experience and align it with your property's identity by suggesting straightforward upgrades that yield significant impact. We provide CAD renderings of our strategic recommendations to illustrate the proposed aesthetic improvements.

WE'RE HERE TO HELP



Morgan Decker
Co-founder



"I believe that the combination of insight and creative excellence can drive performance. With 10+ years of marketing experience with leading brands paired with my Master's in Integrated Marketing and Communications from Georgetown, I'm an expert in driving multi-channel campaigns that create awareness, increase traffic, cultivate leads, boost conversions, and drive key business results.

Simply put, you could classify me as an Executive Marketing Consultant. I've reported directly into multiple CEOs and Venture Capital Firms, and I look forward to bringing this executive-level quality of work to your property.

I'm a strategic partner to my clients, working with them to streamline marketing teams and efforts through the lens of growth, brand, and operational alignment."



Taylor Kelly
Co-founder



"As a first-and-foremost business professional with a genuine passion for storytelling, I love working with brands to find their authentic voices.

Armed with my MBA and over 10 years of experience growing brands through organic channels, I've honed my skills in driving revenue for organizations and getting them noticed!

My expertise shines through in implementing irresistible referral programs, amplifying brand visibility, and orchestrating PR strategies that truly captivate. My team and I will live and breathe your brand just long enough to cultivate the perfect marketing and public relations strategy that will position your property for growth and success."

OUR UNPARALLELED & CUSTOM-TAILORED PROCESS

1. THE KICKOFF

Give us the 411.

Let's see how you and your team view your brand. This is where we send you a questionnaire regarding your property's story, marketing efforts, PR experiences, successes, challenges, and future aspirations.

Once completed, we'll set up a follow up meeting which will take place virtually and lasts 60-90 minutes.

2. ONSITE

This is where we experience your brand.

We live onsite and wear the shoes of the staff, visitors, and community surrounding the property.

We find out what the staff is saying about their role at the property and chat with the guests about their stay.

We stay on-site 15-30 days.

3. THE WORK

We meet the executive leadership team behind the magic in person.

This is where we start sharing the insights from our experience, and begin crafting the strategy that aligns the goals of your team and highlights your strengths.

This will take 2-4 weeks.

4. THE RESULT

Your team will receive a curated strategy that includes a presentation on our experience, and how that translates to growing your business.

THE IMMRS(iv)E DIFFERENCE

If you're looking for a marketing partner that's a little different, you've come to the right place.

At **IMMRSE Partners**, we pride ourselves in ensuring that you're getting the best quality deliverables and feedback.

Our goal is to make a positive impact by building purposeful and scalable strategies, processes, and solutions that promote growth and engagement for your property while increasing revenue.

We look at your business with a fresh set of eyes, and provide you with the unique perspective needed to find creative solutions to unlock your next opportunity.

	IMMRSE	Performance Marketing Agency	Brand Agency	Public Relations Agency	Interior Design Firm	Mystery Shopper
Cost x Time	360 - 720 hours Flat rate project fee & Accommodations	\$2,500 per month for 12-16 hours \$15,000 per month for 100-120 hours	\$90,000 to \$180,000 over 6-8 months	\$100 - \$149 an hour \$12,000 a month	\$8,000-\$14,000	\$100-200 an hour \$10,000+ for a more complicated project
Project Turnaround Time	4 - 7 Weeks	Continuous Investment	6 - 8 Months	Continuous Investment	6 Months	--
Contract Obligation	One Time Project Based Contract	Continuous Investment	One Time Project Based Contract	Continuous Investment	One Time Project Based Contract	One Time Project Based Contract
Range of Services	Digital Marketing Traditional Marketing Branding Services Public Relations Aesthetic Recommendations and Renderings Mystery Shopping	Digital Marketing	Branding Services	Public Relations	Interior Design	Mystery Shopping

READY FOR THE RIGHT BUSINESS STRATEGY?

It's as easy as 1, 2, 3 to get started. We would love the privilege to work with you to create a meaningful and impactful strategy whether it is focused on public relations, customer experience, or overall occupancy improvement.

Follow the steps below and you're on your way to building a strategy that works for your team.

CONFIRM INTEREST

Confirm your interest and we will send over a our contract and initial invoice for the negotiated deposit.

SIGN CONTRACT

Once we're aligned on the proposal, timing, and process, we'll sign a contract (provided by us) and move forward with next steps.

SCHEDULE INITIAL PLANNING MEETING

Our team will schedule the 60-90 minute virtual meeting with you directly.

**Timelines will be provided for each component selected following our initial consultation.*

ADD-ON SERVICES WITH OUR TRUSTED PARTNERS

In addition to working with IMMRSE Partners, there's an opportunity for your property to collaborate with our trusted partners at a discounted rate, and allow us to synergize on the fronts of sustainability, brand measurement, and musical curation.

The logo for OCHRE, featuring the word "OCHRE" in a stylized, orange-brown serif font.

OCHRE is a research and sustainability consultancy with 15 years' experience shaping mission-driven businesses and embedding regenerative principles into operations with a focus on climate action, conservation, environmental justice and sustainable travel and tourism.



CRANT is a creative AI company that created Ink Lantern (SaaS) to help brands increase their social reputation (Brand Love) and diversity, equity, and inclusion (DEI Index) to attract and retain diverse customers and top talent and measure this by quantifying and bolstering it with social media data, to help you tell your story and differentiate yourself in the marketplace.



Music sets the tone of the atmosphere on your property. Play Hotel Music utilizes a custom-built AI system to tailor a soundtrack specifically to fit the vibe of your property, allowing you to create breaks for guest and promotional announcements, create different themes based on the time of day or season, and curate a style that's specific to your needs.

*Get started
today!*

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