

**GET  
YOUR  
BUSINESS  
POST  
COVID-19  
READY**

**TOP 5 STEPS FOR MORE BOOKINGS!**

"THE EBOOK THAT ALL  
HOSPITALITY MANAGERS  
MUST READ!"

**BART SOBIES**

# Top 5 ways to boost your direct bookings in 2020

This book has three rules:

1. Give you only practical information
2. Keep it short & sweet
3. Make sure you get more bookings

enough said ... let's get into it!

## Why should you listen to us?

The **ibooked.online** team has spent thousands of hours helping hospitality businesses like yours thrive online, whilst saving them millions of \$ in commission.

We make the complex simple, giving business owners the knowledge and tools to make significant improvements to their businesses **today**.

# Glossary

section one : **Google MY Business**

*The most crucial part of your online presence, and it is free!*

section two : **The Google Adwords HACK**

*How to get bookings that would have gone to an OTA*

section three : **Crucial listings you need**

*The second most important thing to do for your online presence*

section four : **Facebook 2020**

*2020 setup techniques - the things you must do*

section five : **Full Website Dissection**

*Get everything you need to know in setting up an effective website that converts*

# are you ready?

"I wish someone had written this book for me."

How about an easy to digest book that gives you 5 things you can do within a few hours to get your business in the right spot to overtake your competitors?

We all know that there are 1001 different things that you can do to try and market your business, to try and make it grow, to get you more 'clients'.

In a post Covid-19 world our businesses need to be more resilient, forward thinking and able to pivot.

This book is not a full guide on how to transform your business (who has time for that). This book is designed to give you practical steps to make significant impacts and gains on your online presence **today**.

We have designed this book to be succinct and to educate you through videos rather than pages and pages of text. We have divided it into easy chunks that we suggest you do everyday.

Let's begin, put a re-occurring event in your calendar for an hour each day this week and get these things done.

**Before you start: Is this  
worth my time?**



**PLAY ME**

# section one

## google my business

**"97% of users will research your business online before they visit it, and 86% will look at your reviews before booking. "**

### **Who is this for?**

Those that don't know what GMB is

Those that want to get more out of GMB

Those that want more direct bookings

Being a business with a physical location gives you a huge boost in google's eyes. They will help you rank higher up on local results.

However you need to know how to get things setup and what they are looking for.

***This unit is critical!***

**SECTION ONE: WATCH NOW**

# section two

## google adwords hack

Google Adwords seems scary.

Google Adwords is complicated.

Google Adwords can be expensive with low return on investment!

We break down, in a simple way, how to make the most out of Google Adwords at a low cost and to get customers back from the Online Travel Agents.

30 minutes to setup and you can see a significant boost in bookings.

**SECTION TWO: WATCH NOW**

# section three

## citations

### Who should watch this?

Everyone!

### Why?

It is the easiest thing to do with a high return on investment!

Citations are one of the secrets the big marketing companies just won't tell you about. It is one of the quickest and easiest ways to get more traffic to your business and to get your websites up the search results on all search engines. You will be blown away at how easy it is to do this and you will wonder why you haven't done it before.

[UNIT RESOURCES: click here BRIGHT LOCAL](#)

**SECTION THREE: WATCH NOW**



# section four

## facebook 2020

Don't think of Facebook as 'social media', see it as a new storefront and make sure you are using it in the right way in 2020.

Facebook is more important than ever for connecting with your audience. There is deeper engagement happening where it used to be used to connect friends, but now it has grown into a network that connects you to local events, businesses and soon you will even find a job on Facebook.

Watch the unit below to make sure you have your FB setup correctly and are using it to drive more direct bookings.

**SECTION FOUR: WATCH NOW**

# section five

## website review

How do some businesses get it so right and get conversion rates of 40-60% direct bookings?

To get direct bookings, you need to lead your potential customers through a sales funnel. First they need to find you, then you need to build trust and then you need to make it irresistible and easy for them to buy.

This video was put together to inspire you with practical ideas of what you should be doing on your site.

**SECTION FIVE: WATCH NOW**

# whats next?

Congratulations on getting this far!

We know how confusing and hard it is to know what the best next steps are for your business. That is why we do what we do, and we love what we do.

We make it easy! The next step is for us to invest even more time into you and your business with a free 30-minute direct booking business review.

This is 100% free and there will be no pressure to buy anything. By the end of the call we will give you practical steps you can take to get more direct bookings.

Most people at this stage ask us how much it costs? Well each business varies depending on ambition and size. The one thing we guarantee is that you will get a positive ROI on the investment you make with us.

Book in a catchup with one of our legends.

# all sorted?

If you are setup and good to go then please help to share the love and feel forward this ebook to whomever you like. Also, [a review on our google my business page](#) would be INVALUABLE and much appreciated.

"We support each other  
We learn from each other  
We are better then our competitors"

Thanks for getting involved and we hope that this book has given you huge value.

They mean the world to us and help us continue doing what we are doing!

**Review us on**

**Google**

