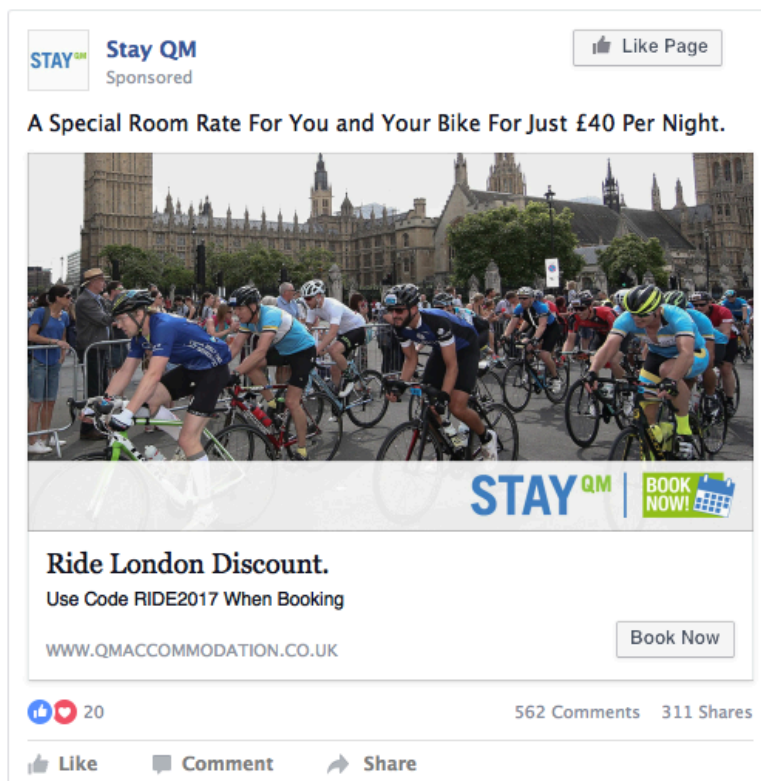


Stay QM



PROJECT GOALS

Stay QM the commercial accommodation brand of Queen Mary University of London, Who are responsible for letting out student accommodation in the Summer months for commercial revenue.

Occupancy was low and no efforts had been made to retain customers or target specific events in London where affordable Summer accommodation was required.

OUR SOLUTION

We analysed the organisations bookings and put a system in place to understand the customers as much as possible.

We have then built up a substantial database of information on events and candidates for over night stays.

Using Facebook, Instagram and regular email newsletters we are able to deliver specific messages to specific audiences seasonally.

RESULTS

The organisation now has a structured approach to acquisition, engagement and retention in those Summer months when the halls of residence are available.

Bookings for specific events are at an all time high and repeat business is strong.

Sharpmonkeys have built campaigns using Facebook and Instagram that have meant we are now 90% occupied during the events promoted and repeat business is strong.

- Simon Barlow, Marketing Manager, Queen Mary University of London.