

# GUEST HANDOUT # 4



## How to crank up your bookings!

We have a saying here at Youcamp HQ... "You get out of it what you put into it". Here's how we suggest you create more bookings - harness your networks:

1. You have a unique URL, so use it! A URL is a unique link to a web page. For example: <https://youcamp.com/view/riveroak>. Put it everywhere you want a guest to find you & everywhere you want a guest to make a booking.
2. Facebook: Share your Youcamp page with your followers. Use your Youcamp URL link with every post. Be consistent.
3. Instagram: Use your Youcamp URL in your bio & promote it with each post, for example: "Link in bio, book today!" This takes the guest straight to a booking portal. Remember to tag us so we can share & promote you (@youcamp or #youcamp).
4. Use a call to action with everything you do "Make a booking today, click the link" or "Book online securely via the link". Guests want to book online, make it easy for them!
5. Add our logo together with a booking call to action on your website, for example: "Book now via this link". When you use our logo on your website create a hyperlink back to your Youcamp page using your unique URL. You now have an online booking tool without having to spend thousands.
6. Time & time again guests tell us they want to book securely online with confidence. It is IMPERATIVE that your calendar is always up to date. If a guest knows your Youcamp calendar is your single source of availability, they will book with confidence.
7. Choose the flexible cancellation policy - if the weather looks bad this allows them to cancel. Choose Instant Bookings - guests prefer instant confirmation.
8. Another saying that we use a lot is "Get your house in order before you invite guests over for tea". This means ensure your listing is as good as can be. One or two photos is not enough. Consider investing in some professional photography. Have you made a test booking yet? Does your listing make sense from a guest perspective? Is it value for money compared to what others are charging?
9. Funnel all your bookings through Youcamp so it holds all your customer's contact details. Export the list from your Transaction History. Send them a personal newsletter or email to promote your property, tell them what exciting things have happened recently & ask them to book again - give them the link to your page via your unique URL.
10. Manage your property with confidence from one calendar. Open the Youcamp calendar and discover the gem of a tool it is! Banish the use of exercise books or diaries. Join the growing number of hosts who manage their calendars online - you can literally run everything from a laptop or tablet & just use paper as backup.
11. Support our promotions. We are constantly running campaigns with BCF & Ray's. Share our promotions via your social channels, your own website & your email lists.

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