Londonist x amber

Annual Marketing Plan (March '26– Sept'26)

AY 2026/27 marketing plan for GAP and Fest with Amber is designed with one clear goal to maximize occupancy and revenue by capturing early demand, sustaining visibility through mid-season and closing strong during peak season.

The plan strategically aligns with student booking behavior across three distinct phases:

- **Mar:** Drive awareness and early conversions for the immediate intake through high-visibility campaigns, social and email engagement and content optimization.
- **Apr–Jun:** Strengthen property positioning ahead of the summer season, maintain steady enquiry flow and build trust through enhanced listings and targeted campaigns.
- **Jul–Sept:** Accelerate final bookings with intense visibility pushes and seasonal branding, ensuring minimal voids and maximum ROI.

Our approach integrates full-funnel execution from **awareness (TOFU)** to **conversion (BOFU)** using a mix of search visibility, branding, social media, email marketing and content optimisation while focusing on user-generated content.

With this plan, Londonist's portfolio will not only stay visible but also capture a maximum share of city demand, reduce booking friction and drive sustained occupancy throughout the 2026 season.

GAP = Ensuring Visibility → Engagement → Booking Alignment

Student's booking journey - funnel creation

Funnel Stage	Objective	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
TOFU (Awareness)	Visibility, demand mapping, brand reach										
MOFU (Consideration)	Conversion optimisation, content & offers										
BOFU (Decision)	Booking action, cashback, performance										

Critical dates to focus on: Calendar New Year, Chinese New Year, Target Peak in April, UCAS enrollment, UCAS clearing

Amber's approach

Timeline	Season focus	Core objective	Key offerings for maximum impact
March'26–April'26	Immediate intake & demand conversion	Build top-of-funnel awareness and maximise conversion for Current move in bookings	- First Page Slots and First Ranks - Social Media + Email + WhatsApp campaigns - Content optimisation drive (March) - Micro-Drama Branding Series - User-generated content (Influencer visits) -Professional property Tours
May – Jun'26	Pre-season & summer bookings	Maintain demand flow, improve content quality & increase property trust	- Amber Student Housing Fest (June) - Property of the Day & Fast-Filling Tags - First-page visibility - Email + Social media campaigns
Jul – Sept'26	Peak season & high conversion	Maximise bookings and close remaining voids	- Visibility push to capture maximum market share - Property of the day & first page - Custom property tags - Additional Branding

amber's offerings for Londonist :

Category	Offering Details
Visibility & Search	- Property of the Day (POD): top slot in city search. - First-page visibility: secure position on page 1 of city results. - Custom tags: "Student Choice", "Fast Filling", "New Launch", etc.
Campaigns & Fests	- Student Housing Fest (Jun) - City-wide demand driver with offers and visibility. - Themed campaigns (city-specific, source-country specific, "last rooms left", etc.).
Content & Consideration	- Content optimization: photos, room types, floor plans, USPs. - Review & testimonial drives; student stories. - Virtual tours & video content.
Brand & Storytelling	- Micro-drama / roommate series (short content for socials) - Influencer & ambassador visits (India, China, EU, etc.) - City & community-led events with co-branding.
Data & Intelligence	- Access to amber connect's Advanced Analytics: • City booking trends. • Price benchmarks (city average vs top performer). • Source country split & demand waves. - Recommendations on: rent levels, offer strength, policy flexibility.
Sales Support	- WhatsApp & email campaigns. - FAQs, sales scripts, and talking points aligned with each campaign. - Global ops team training. - China team training

*Refer to Amber Connect [campaign section] for individual offering pricing

Data Insights- (CLICK FOR DATA)

This presentation provides a clear view of the broader market landscape in comparison to Yugo/ CRM's portfolio performance, helping contextualise demand patterns, conversion behavior, and city-level nuances.

These insights form the foundation for Amber's recommended marketing approach, ensuring the proposed plan is not only data-led but also tailored to where demand can be most effectively captured and converted across the cycle.

Marketing Campaign Brief

Drawing from the above insights, market intelligence, and year-on-year booking trends, we have structured the following plan to improve funnel efficiency, increase demand capture and deliver a more optimized performance in the upcoming year.

Phase 1: March- April I Content-led Visibility

Objective: Build awareness early through storytelling, light top-of-funnel dominance, and trust-building.

Phase 2: Apr–June I Engagement at Scale

Objective: Maximum brand building & early funnel creation.

Phase 3: Jul–Sept I Peak Season Push

Objective: Maximum exposure during peak booking months.

Recommended Phase-wise Plan [Summary]

Phase	Focus	Duration	Key Levers
Phase 1	Content-led visibility	Jan–Mar	Search boosts, Micro-drama series, Influencer visits, CRM & social
Phase 2	High-impact visibility	Apr–Jun	Search dominance, London focus, CRM
Phase 3	Peak-season momentum	Jul–Sep	Maximum search exposure across cities

Property Name	Property Of the Day	First Page Visibility	Emailer	Social Media	Fest	Micro -Drama	Total
April- June (mid)	40	60	3		-	1	£52,600.00
June (Fest)	-	-	-	-	15	0	£21,000.00
July -Sept	30	50	3	1	-	0	£51,950.00
Total Cost							£125,550.00
Amber -Pro coin Discount							£31,387.50
Final Costing to Londonist							**£94,162.50**
Amber borne Offerings *							
Property/Provider	Campaign			Quantity	Price		Total
Portfolio Level	Social Media			1	£2,500		£2,500
Portfolio Level	Custom Tags			130	£90		£11,700
* The amount for these campaigns is not payable by Londonist and will not be charged				**Total**			**£14,200**