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MARKETING & IT UPDATES



2024 HIGHLIGHTS OF OUR INCREDIBLE TEAM AND THE COMPANY.

# YEARLY RECAP 2024

LET'S BEGIN.

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MARKETING & IT UPDATES

# WELCOME *message*

“

This year has been an amazing journey for all of us, filled with achievements and growth in both our Marketing and IT departments.  Thanks to the hard work, dedication, and collaboration of our incredible team members.

I also thank everyone present here today for joining us in this important meeting, where we will reflect on our successes, learn from our experiences, and look ahead to an even brighter future.

Let’s check what we accomplished together in 2024 and set the foundation for the exciting opportunities lie ahead in 2025!

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MARKETING UPDATES

FROM STRATEGY TO SUCCESS

# MARKETING *in 2024*














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MARKETING UPDATES

# ACHIEVED & CHANGED

**IN 2024,** WE SUCCESSFULLY DELIVERED A VARIETY OF IMPACTFUL MARKETING INITIATIVES, INCLUDING **13 INNOVATIVE CAMPAIGNS, ENGAGING EVENTS, AND INTERACTIVE LIVESTREAMS.**

**WE COMPLETED 1,924 TASKS ON MONDAY.COM AND JIRA, AN AVERAGE OF OVER FIVE TASKS PER DAY (YES, EVEN ON WEEKENDS—INSANE, RIGHT?).**

WE PRODUCED NUMEROUS **DESIGNS, MOTIONS,** AND **CONTENT** AND MAINTAINED A STRONG SOCIAL MEDIA PRESENCE WITH STRATEGIC AND ENGAGING POSTS.

**TOGETHER, WE TURNED 2024 INTO A YEAR OF CREATIVITY, EFFICIENCY, AND SUCCESS.**

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# EARLY BIRD & REBOOKERS CAMPAIGNS

BOOKINGS: 12

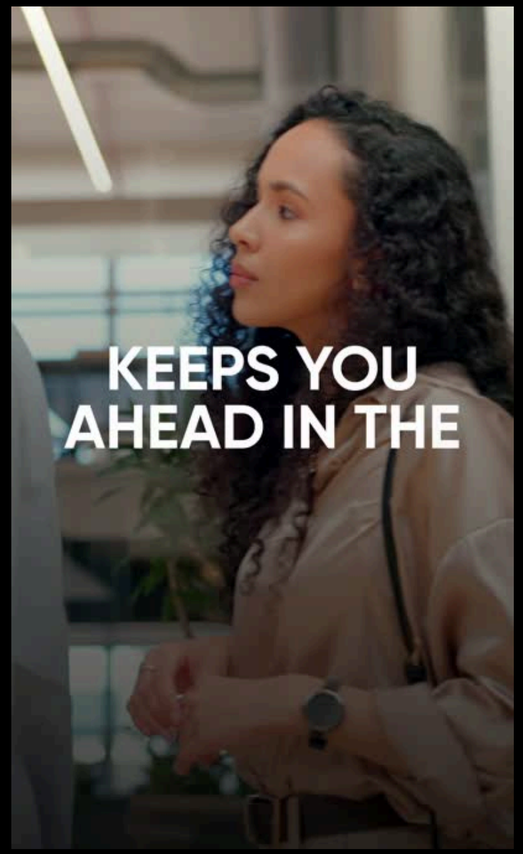



EARLY BIRD OFFER INSTAGRAM VIDEO STATS: 1.7M VIEWS, 2.5K LIKES, 39 SAVES.

WE LAUNCHED THE EARLY BIRD AND REBOOKER CAMPAIGNS TO DRIVE EARLY AND REPEAT BOOKINGS, ENSURING A SEAMLESS OCCUPANCY STRATEGY WHILE REWARDING OUR RESIDENTS WITH EXCLUSIVE PERKS.

THESE INITIATIVES ALIGNED WITH OUR COMMITMENT TO SUSTAINABILITY, OFFERING TANGIBLE BENEFITS WHILE FOSTERING A GREENER FUTURE.

BOOKINGS: 18



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# COME EARLY & ENJOY LONDON!

THE CAMPAIGN WAS DESIGNED TO BOOST SUMMER OCCUPANCY WHILE OFFERING STUDENTS AN OPPORTUNITY TO EXPLORE LONDON BEFORE THE ACADEMIC YEAR BEGINS. BY PROVIDING UP TO 35% DISCOUNTS, WE AIMED TO ATTRACT EARLY ARRIVALS, ENHANCE THEIR EXPERIENCE, AND MAXIMISE ENGAGEMENT DURING THE SUMMER SEASON.




CAMPAIGN INSTAGRAM VIDEO STATS:

453K VIEWS
29K LIKES
16 SAVES
11 NEW FOLLOWERS

BOOKINGS: 7

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# CAMPAIGNS FOR AGENCIES

THE "SUMMER'S CALLING" CAMPAIGN WAS LAUNCHED TO STRENGTHEN PARTNERSHIPS WITH AGENCIES AND DRIVE BOOKINGS DURING THE SUMMER PERIOD.

BY OFFERING ATTRACTIVE COMMISSION RATES, WE AIMED TO INCENTIVISE AGENCY COLLABORATIONS AND MAXIMISE OCCUPANCY ACROSS OUR ACCOMMODATIONS.









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# SPRING SALES







**BOOKINGS: 6**

**NORTH LODGE POST STATS: 1K VIEWS.**

**THE SPRING SALE CAMPAIGNS, INCLUDING "BOOK 8 WEEKS OR MORE AND GET 2 WEEKS FREE" AND THE NORTH LODGE RESIDENCE PRICE DROP, WERE STRATEGICALLY DESIGNED TO BOOST BOOKINGS DURING THE OFF-PEAK SEASON.**

**BY OFFERING ATTRACTIVE DISCOUNTS AND LIMITED-TIME OFFERS, WE AIMED TO DRIVE DEMAND, FILL ROOMS, AND MAINTAIN STRONG OCCUPANCY RATES THROUGHOUT THE SPRING PERIOD.**

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MARKETING UPDATES

# UP TO 50% OFF!




**BOOKINGS: 8**

**157K VIEWS, 3.5K LIKES, 6 SAVES, 2 NEW FOLLOWERS.**

**THE UP TO 50% OFF CAMPAIGN WAS STRATEGICALLY LAUNCHED TO ATTRACT BOTH NEW AND RETURNING STUDENTS DURING THE SUMMER SEASON BY OFFERING SIGNIFICANT DISCOUNTS ON OUR ACCOMMODATIONS.**

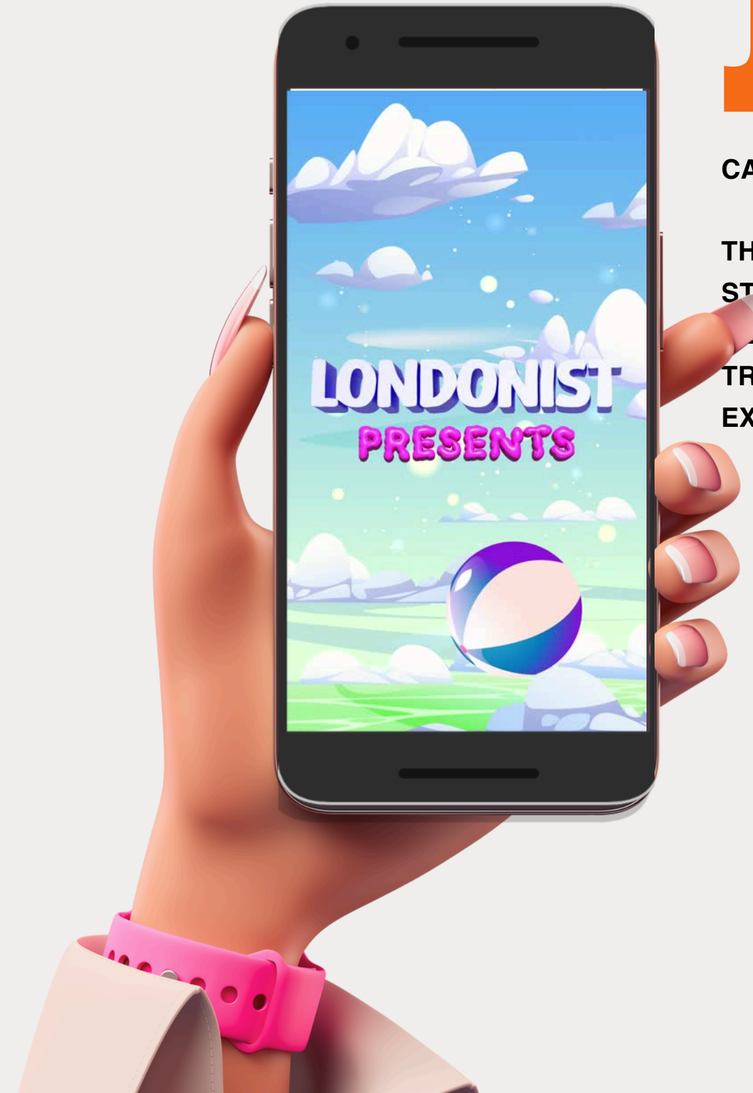
**THIS INITIATIVE NOT ONLY AIMED TO MAXIMISE OCCUPANCY BUT ALSO TO MAKE STUDENT LIFE IN LONDON MORE ACCESSIBLE AND AFFORDABLE.**

**WITH PRIME LOCATIONS, FLEXIBLE BOOKING OPTIONS, AND AWARD-WINNING SERVICE, THE CAMPAIGN SHOWCASED THE VALUE OF CHOOSING LONDONIST FOR A VIBRANT AND MEMORABLE EXPERIENCE IN THE CITY.**

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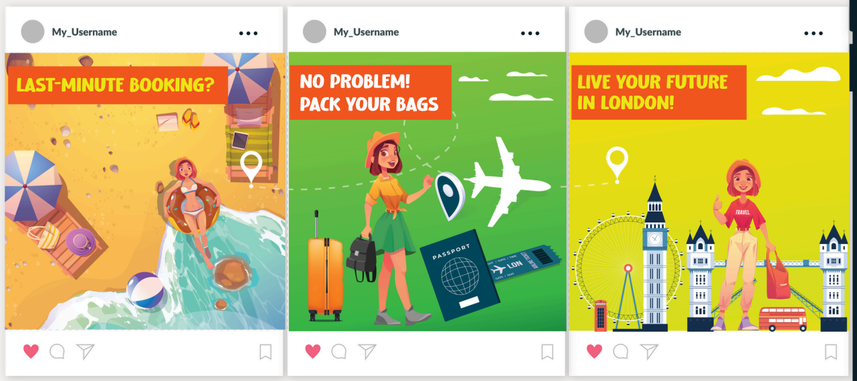
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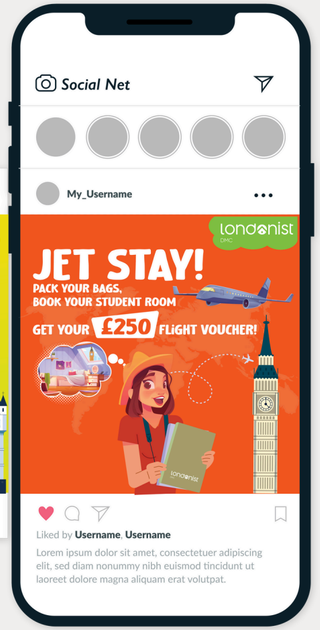
# JET STAY




**CAMPAIGN VIDEO STATS: 1.7K VIEWS, 30 LIKES.**

**THE JET STAY CAMPAIGN WAS INTRODUCED TO EASE THE FINANCIAL STRESS OF LAST-MINUTE STUDENT TRAVEL WHILE PROMOTING OUR PREMIUM ACCOMMODATIONS. BY OFFERING A £250 FLIGHT TICKET VOUCHER TO ELIGIBLE STUDENTS, WE AIMED TO CREATE A SEAMLESS TRANSITION FOR NEW ARRIVALS, ENHANCE THE APPEAL OF OUR RESIDENCES, AND BUILD EXCITEMENT AROUND STARTING THEIR ACADEMIC JOURNEY IN LONDON.**



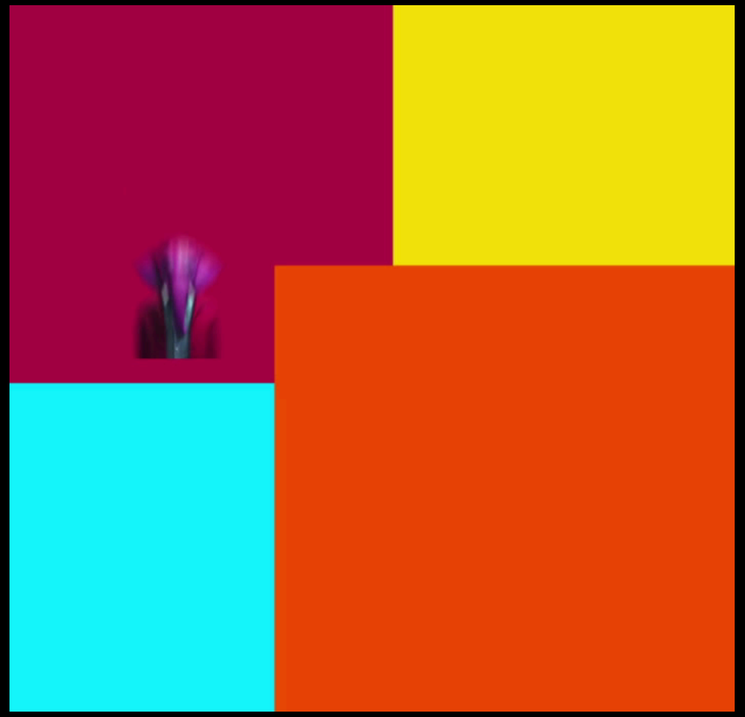




**BOOKINGS: 23**

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# START SMART















**BOOKINGS: 18**

**CAMPAIGN VIDEO STATS: 3K VIEWS, 42 LIKES, 12 SENDS.**

**THE START SMART CAMPAIGN WAS LAUNCHED TO GIVE STUDENTS AN EXCITING AND REWARDING START TO THE 2024-25 ACADEMIC YEAR. BY OFFERING TECH GIFTS LIKE CHROMEBOOKS, SMARTWATCHES, AND HOMEPOD MINIS WITH BOOKINGS, WE AIMED TO EQUIP STUDENTS WITH TOOLS TO ENHANCE THEIR ACADEMIC AND PERSONAL LIVES.**

**THIS CAMPAIGN REFLECTED OUR COMMITMENT TO SUPPORTING STUDENTS WITH MODERN ACCOMMODATIONS AND VALUABLE INCENTIVES, ENSURING A SMOOTH AND MOTIVATING TRANSITION TO LIFE IN LONDON.**

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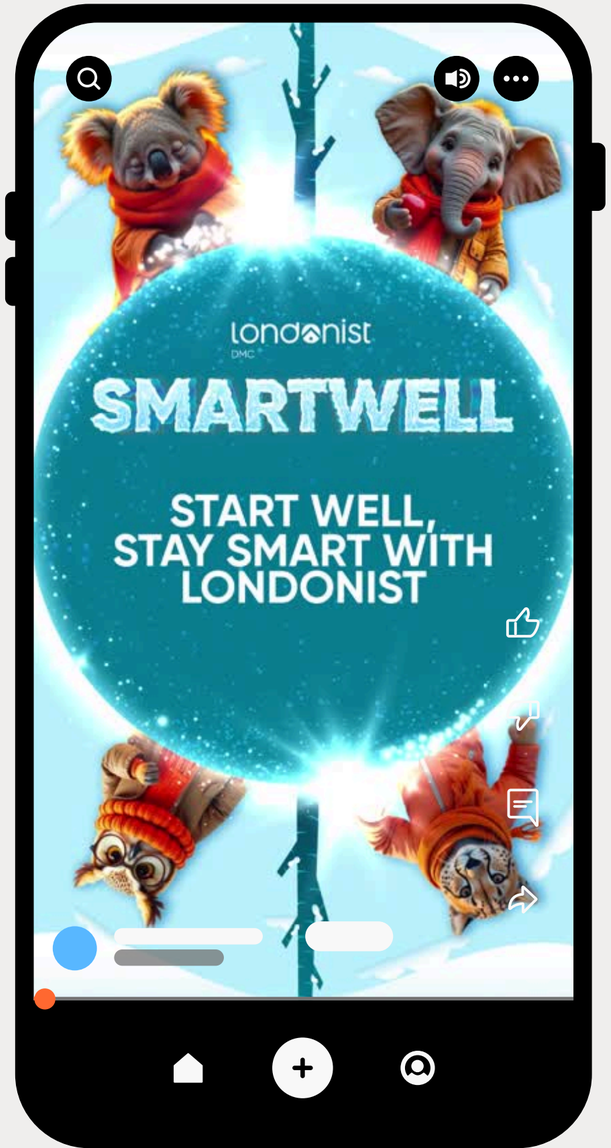
MARKETING UPDATES

# SMARTWELL

**THE CAMPAIGN WAS CREATED TO PRIORITISE STUDENT WELLNESS AND ENHANCE THE OVERALL LIVING EXPERIENCE. LAUNCHING IN JANUARY 2025, THIS INITIATIVE PAIRS PREMIUM ACCOMMODATIONS WITH WELLNESS-FOCUSED GIFTS LIKE THE WHOOP TRACKER OR APPLE WATCH SE, ENCOURAGING STUDENTS TO MONITOR THEIR HEALTH, RECOVERY, AND ACTIVITY.**






**BOOKINGS: 24 (ONE OF THE MOST SUCCESSFUL ONES.)**
**CAMPAIGN VIDEO STATS: 946 VIEWS, 14 LIKES.**

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# NO DEPOSIT-BEDDING-SERVICE FEE!

THE CAMPAIGN WAS DESIGNED TO REMOVE FINANCIAL BARRIERS AND MAKE BOOKING STUDENT ACCOMMODATIONS MORE ACCESSIBLE AND APPEALING.

BY ELIMINATING THESE FEES AND OFFERING UP TO 50% DISCOUNTS, WE AIMED TO ATTRACT MORE STUDENTS TO OUR 25 RESIDENCES, ENSURING AN EASY AND COST-EFFECTIVE WAY TO EXPERIENCE THE BEST OF LONDON.

THIS CAMPAIGN EMPHASISED CONVENIENCE, AFFORDABILITY, AND THE VALUE OF STAYING WITH LONDONIST.



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MARKETING UPDATES

# AUTUMN SPECIAL

**THE AUTUMN SPECIAL CAMPAIGN WAS CREATED TO ENHANCE THE STUDENT EXPERIENCE DURING THE FALL SEASON BY OFFERING A £200 UBER VOUCHER WITH BOOKINGS. THIS INITIATIVE AIMED TO ATTRACT STUDENTS LOOKING TO SECURE ACCOMMODATIONS FOR NOVEMBER 2024, PROVIDING ADDED CONVENIENCE FOR COMMUTING AND EXPLORING LONDON.**




**CAMPAIGN VIDEO STATS: 920 VIEWS, 14 LIKES.**

**BOOKINGS: 4**

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MARKETING UPDATES

# BLACK FRIDAY




THE CAMPAIGN WAS CRAFTED TO CAPITALISE ON THE SEASON'S HIGH DEMAND FOR DEALS, PROVIDING STUDENTS WITH AN IRRESISTIBLE COMBINATION OF SAVINGS AND PERKS. BY OFFERING A FREE WEEK OF ACCOMMODATION AND A £50 UBER EATS VOUCHER.

CAMPAIGN VIDEO STATS: 818 VIEWS, 12 LIKES.
BOOKING: 1

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# MERRY XMAS!




THE CAMPAIGN WAS DESIGNED TO ATTRACT STUDENTS DURING THE FESTIVE SEASON BY COMBINING DISCOUNTED RATES WITH THOUGHTFUL HOLIDAY PERKS.

WITH REDUCED PRICES FOR RESIDENCES IN ZONES 1 AND 2 AND A CHOICE BETWEEN FREE CHRISTMAS CLEANING OR STORAGE SERVICES, THIS INITIATIVE AIMED TO ENHANCE THE HOLIDAY EXPERIENCE FOR STUDENTS WHILE ENSURING COMFORT AND CONVENIENCE.

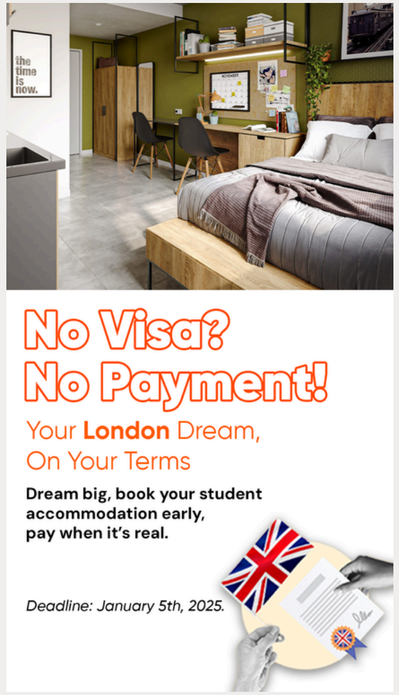
CAMPAIGN VIDEO STATS: 594 VIEWS, 19 LIKES.

BOOKING: 5

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MARKETING UPDATES

# NO VISA, NO PAYMENT!




**THE NO VISA, NO PAYMENT INITIATIVE WAS CREATED TO PROVIDE STUDENTS WITH A STRESS-FREE AND FLEXIBLE WAY TO SECURE THEIR ACCOMMODATION IN LONDON.**

**BY ALLOWING BOOKINGS WITHOUT UPFRONT PAYMENT UNTIL VISA APPROVAL, WE AIMED TO REDUCE THE FINANCIAL RISK FOR STUDENTS NAVIGATING THE UNCERTAINTY OF VISA PROCESSES.**

**CAMPAIGN VIDEO STATS: 818 VIEWS, 12 LIKES.**
**BOOKING: 23**



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MARKETING UPDATES

# NEWSLETTERS

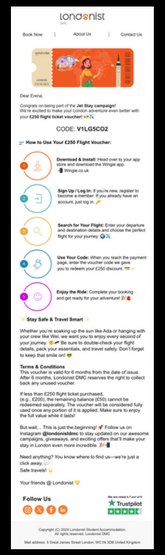
**IN 2024, WE SENT 125 NEWSLETTERS TO STUDENTS AND AGENCIES, REACHING A TOTAL AUDIENCE OF 993,557 RECIPIENTS, KEEPING OUR AUDIENCE INFORMED ABOUT CAMPAIGNS, SPECIAL OFFERS, ANNOUNCEMENTS, AND UPDATES. THESE NEWSLETTERS PLAYED A KEY ROLE IN DRIVING ENGAGEMENT, MAINTAINING STRONG COMMUNICATION, AND ENSURING OUR MESSAGES REACHED THE RIGHT PEOPLE AT THE RIGHT TIME.**

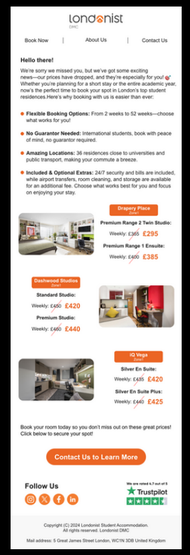








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## THE BLIMP

WE DESIGNED A CUSTOM BLIMP FEATURING OUR LOGO TO SHOWCASE LONDONIST AT PRESTIGIOUS EVENTS, ENHANCING BRAND VISIBILITY.




## LONDONIST HIGHLIGHTS

A VIDEO WAS CREATED TO HIGHLIGHT LONDONIST DMC'S KEY STRENGTHS, SHOWCASING OUR SERVICES AND UNIQUE DIFFERENCES.




## RESIDENCES BROCHURE

A CURATED BROCHURE WAS DEVELOPED, PRESENTING DETAILED INFORMATION AND VISUALS OF OUR EXCEPTIONAL RESIDENCES.




## STUDENT ROOM REPLICA

A LIFE-SIZE STUDENT ROOM WAS DISPLAYED AT EVENTS, GIVING VISITORS A REALISTIC PREVIEW OF OUR ACCOMMODATIONS.

# other MARKETING materials

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MARKETING UPDATES

# 2024 RE-CAP

*Flipbook*



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# 2024 RE-CAP *video*



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# COMPANY PROFILE

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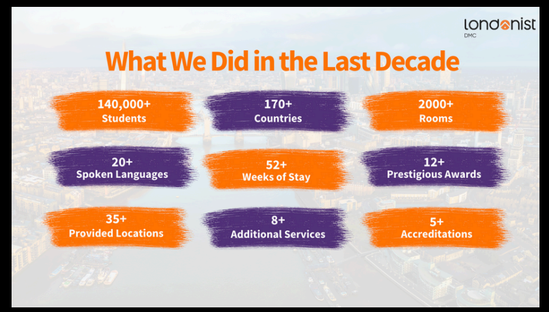
**WE CURATED ALL THE ESSENTIAL ASPECTS OF LONDONIST DMC, INCORPORATING KEY INFORMATION AND UTM LINKS TO CREATE A VISUALLY STUNNING AND COMPREHENSIVE BRAND PRESENTATION. THIS PROFILE SERVES AS A POWERFUL TOOL TO SHOWCASE OUR IDENTITY, SERVICES, AND ACHIEVEMENTS IN A PROFESSIONAL AND ENGAGING FORMAT.**





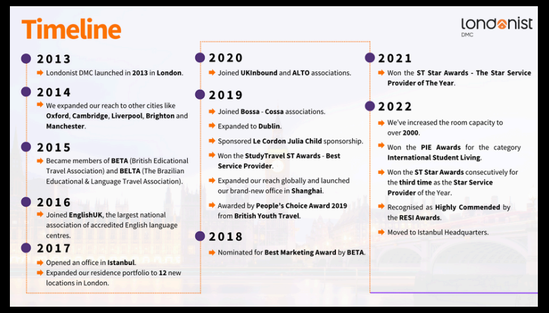


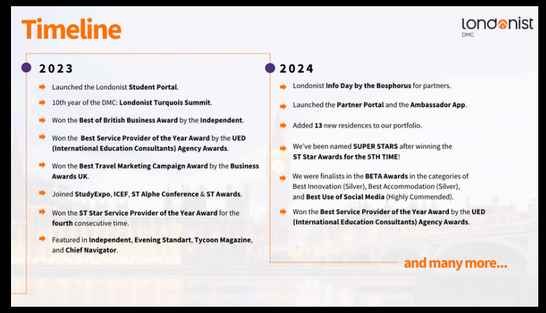














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MARKETING UPDATES

# CO-BRANDED PARTNERSHIP PACKAGES

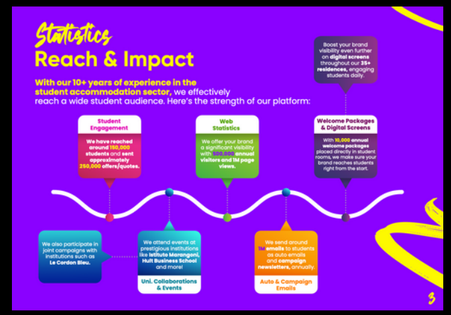
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**WE BROUGHT TOGETHER ALL KEY ASPECTS OF LONDONIST DMC TO CREATE A PROFESSIONAL CO-BRANDED PARTNERSHIP PACKAGES PRESENTATION. THIS DOCUMENT IS DESIGNED TO ESTABLISH STRONG COLLABORATIONS WITH OUR PARTNERS AND SHOWCASE THEIR BRANDS EFFECTIVELY ACROSS OUR PRINTED AND DIGITAL MATERIALS.**








Statistics
Reach & Impact
With our 10+ years of experience in the student accommodation sector, we effectively reach a wide student audience. Here's the strength of our platform:
Boost your brand visibility even further on digital screens throughout our 35+ residences, engaging students daily.
Student Engagement
We have reached around 150,000 students and sent approximately 280,000 offers/quotes.
Web Statistics
We offer your brand a significant visibility with 500K+ annual visitors and 1M page views.
Welcome Packages & Digital Screens
With 10,000 annual welcome packages placed directly in student rooms, your brand's impact begins as students arrive right from the start.
We also participate in joint campaigns with institutions such as Le Cordon Bleu.
We attend events at prestigious institutions like Istanbul Bilgi University, Sabancı University, Koç University, Kadir Has University, Istanbul Bilgi University, Istanbul Bilgi University, Istanbul Bilgi

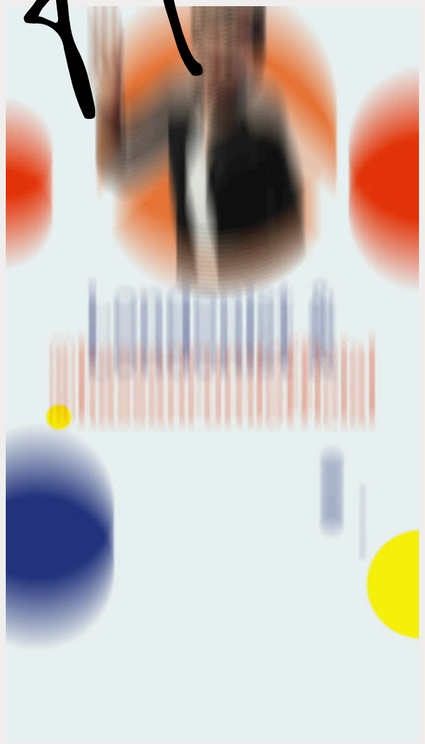
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MARKETING UPDATES

# HASAN ÖZTOKLU

*influencer*

## @HASSANRUMI



**WE COLLABORATED WITH INFLUENCER HASAN ÖZTOKLU, WIDELY KNOWN AS @HASSANRUMI ON INSTAGRAM. HASAN STAYED IN VARIOUS RESIDENCES, CREATING ENGAGING CONTENT IN AND AROUND THE PROPERTIES.**

**HE CONNECTED WITH STUDENTS, PARTICIPATED IN ACTIVITIES, AND QUICKLY BECAME A BELOVED MEMBER OF OUR COMMUNITY, AMPLIFYING OUR BRAND'S PRESENCE AND RELATABILITY.**

**HE BROUGHT 7 BOOKINGS.**

**HIS INSTAGRAM VIDEO POST REACHED 1.3M VIEWS.**

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MARKETING UPDATES

# MERT VIDINLI

## @MERTVIDINLI

*influencer*

**WE PARTNERED WITH INFLUENCER MERT VIDINLI, WHO VISITED LONDON AND STAYED IN ONE OF OUR STUDENT ROOMS. MERT CREATED ENGAGING CONTENT WITHIN THE ROOMS AND RESIDENCES, SHARING INSTAGRAM STORIES, A CAPTIVATING REEL, AND A CHARMING YOUTUBE VIDEO.**












**THE STUDYEXPO VIDEO HE CREATED GARNERED 1.1M VIEWS, 25 LIKES, AND 1 SAVE.**
**HIS OTHER CONTENT REACHED 4,700 VIEWS, GAINING 15 FOLLOWERS AND STRONG ENGAGEMENT ON HIS YOUTUBE VIDEO.**

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# PELINAY IGIT

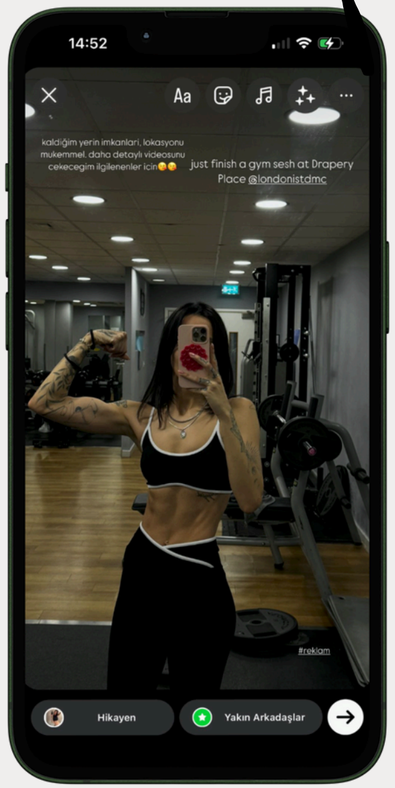
*influencer*

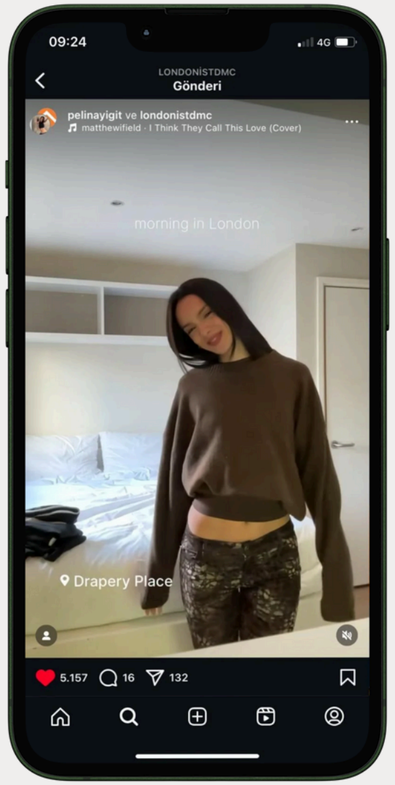
## @PELINAYIGIT

**WE COLLABORATED WITH INFLUENCER PELINAY İĞIT, WHO BROUGHT HER CHARM FROM ISTANBUL TO LONDON. PELINAY STAYED AT OUR DRAPERY PLACE RESIDENCE, CREATING AN ENGAGING REEL VIDEO AND SHARING CAPTIVATING STORIES ON HER INSTAGRAM, SHOWCASING THE LONDONIST EXPERIENCE TO HER AUDIENCE.**

**BROUGHT IN 137 ORGANIC FOLLOWERS WITH 2 INSTAGRAM STORIES AND 1 REEL.**

**HER REELS ACHIEVED 311,568 VIEWS, 5.2K LIKES, 16 COMMENTS, 132 SENDS, AND 237 SAVES.**

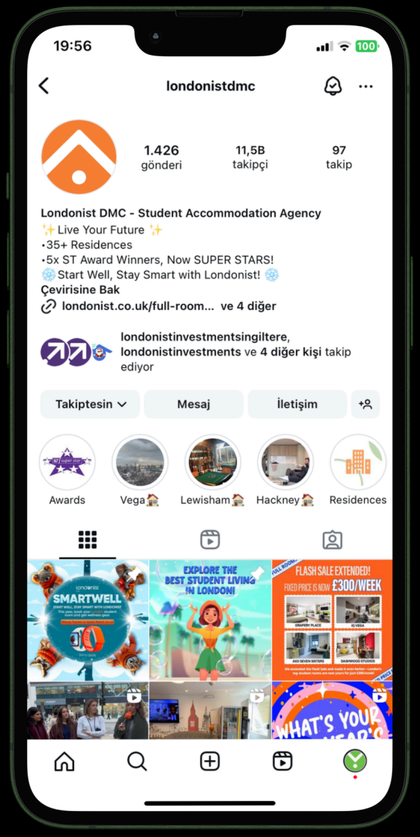


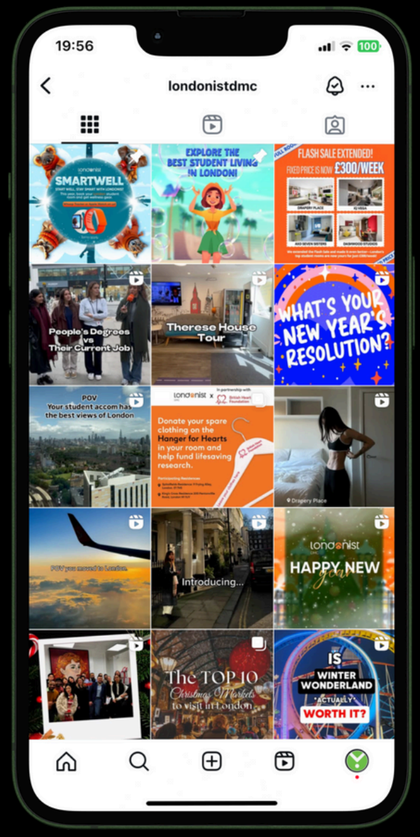



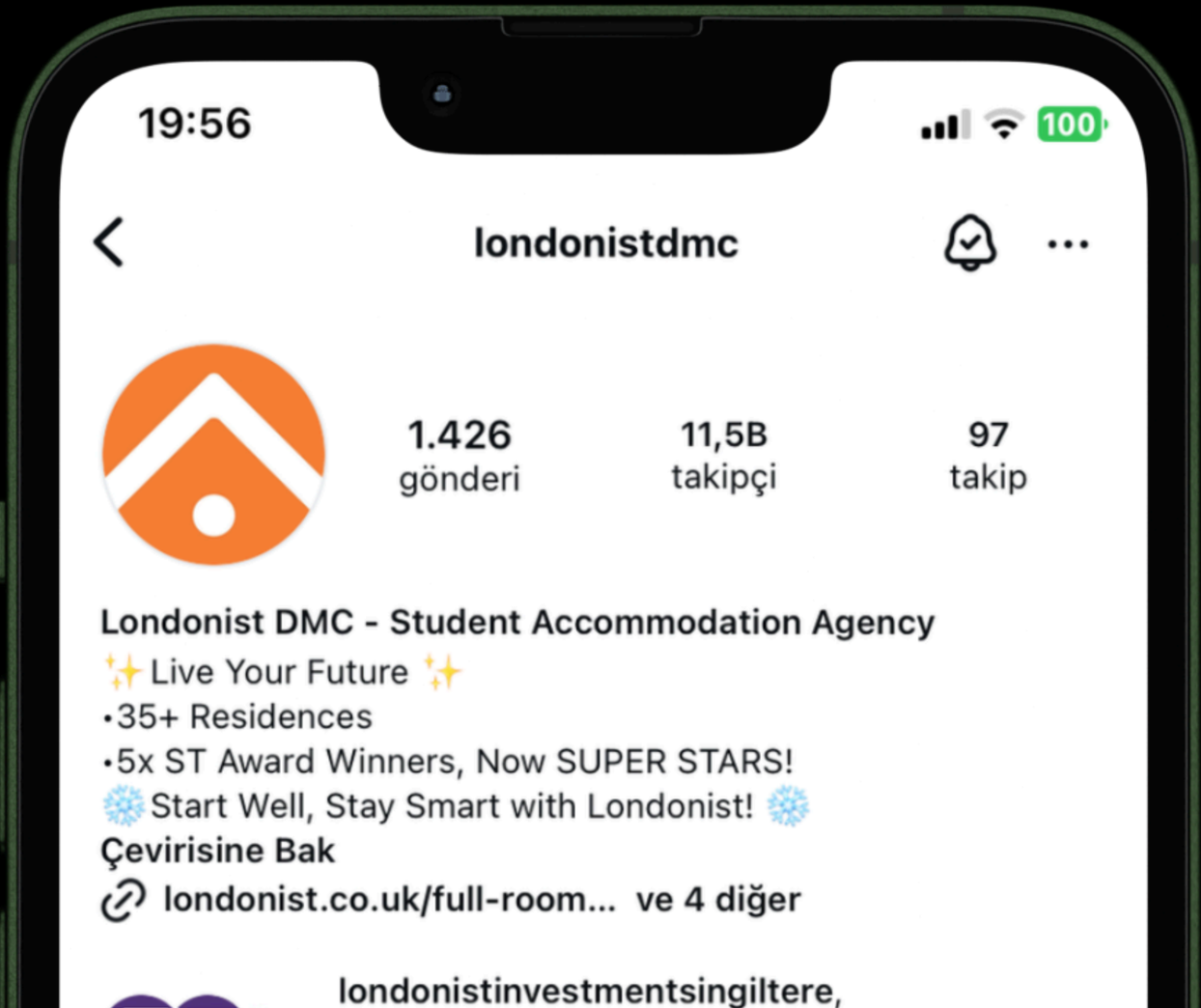
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# IG: @LONDONISTDMC



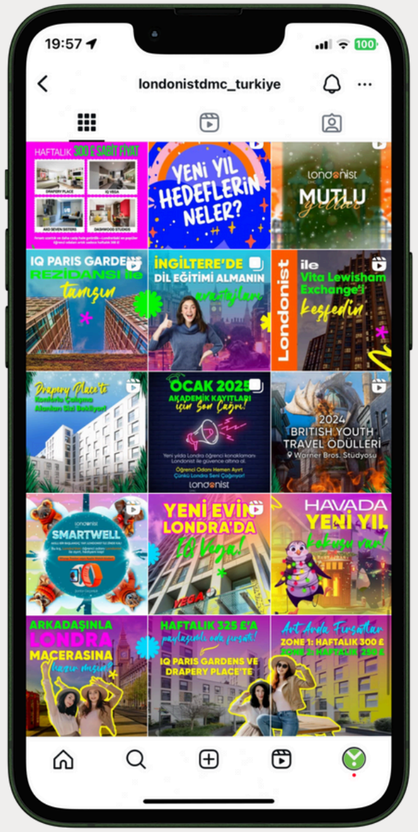



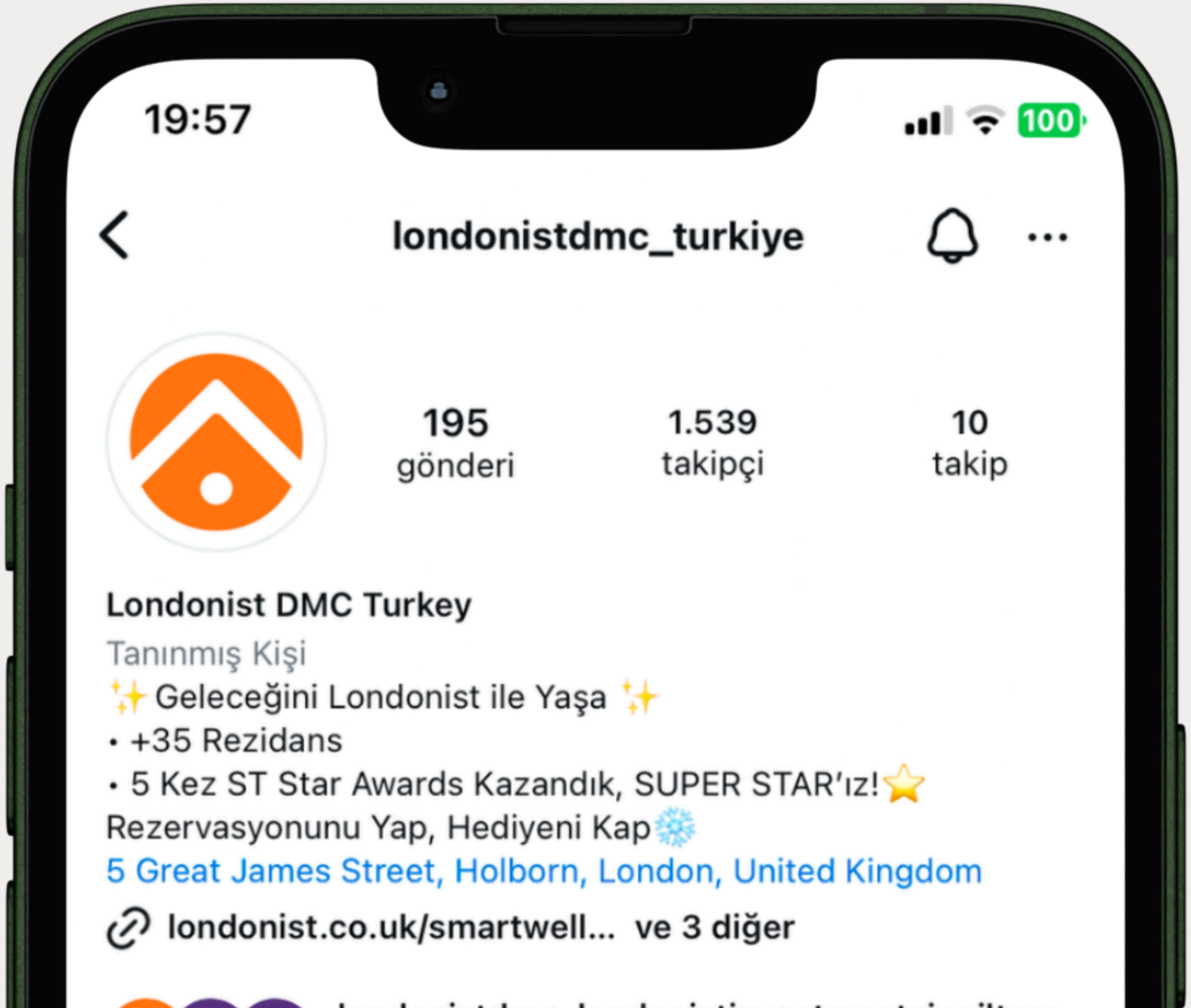
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# IG: @LONDONISTDMC_TURKIYE



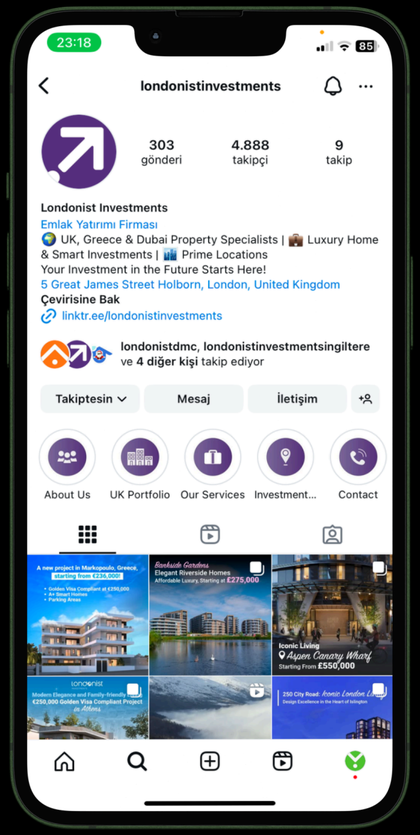



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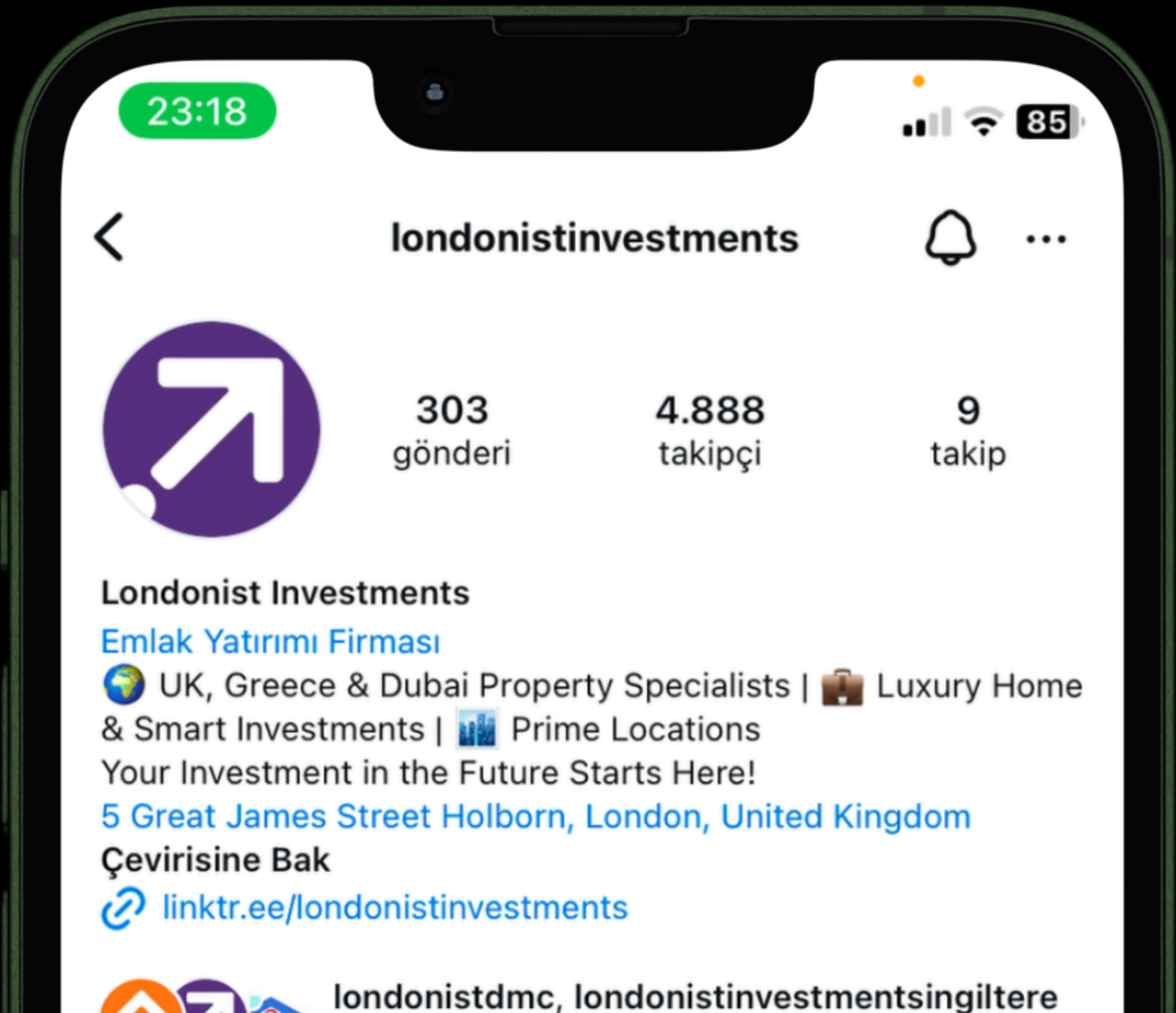
MARKETING UPDATES

# IG: @LONDONISTINVESTMENTS





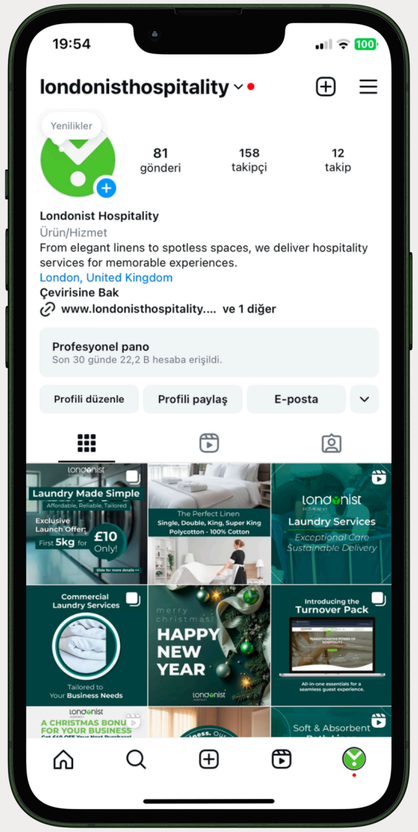




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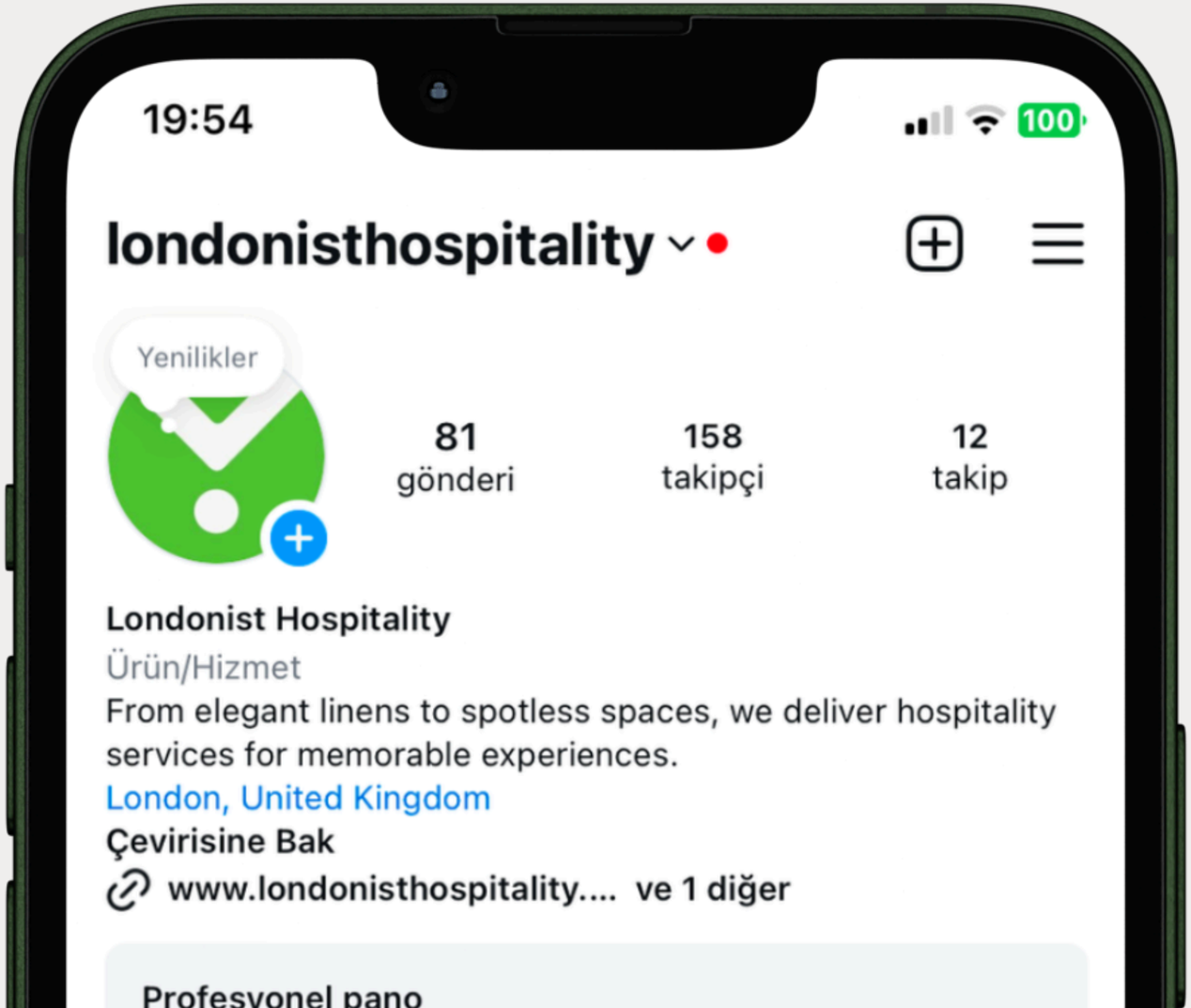
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# IG: @LONDONISTHOSPITALITY









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## MARKETING UPDATES




### GUESTS AND ATTENDEES

INFO DAY BY THE BOSPHORUS, HELD ON MAY 28 AT THE MANDARIN ORIENTAL BOSPHORUS, SHOWCASED LONDONIST DMC'S GLOBAL APPEAL AND IMPACT, ATTRACTING AUDIENCES FROM 20 COUNTRIES.




### SPEECHES

SPEECHES FROM KEY LEADERS, INCLUDING FULYA DOĞAN, UMANG GANDECHA, AND ASIM ERTURK, HIGHLIGHTED GROWTH, INNOVATION, AND COMMITMENT TO EXCELLENCE.



### LONDONIST TEAM

THE EVENT INTRODUCED 12 NEW STUDENT RESIDENCES AND INNOVATIVE TOOLS LIKE THE AMBASSADOR APP AND PARTNER PORTAL .

# INFO DAY

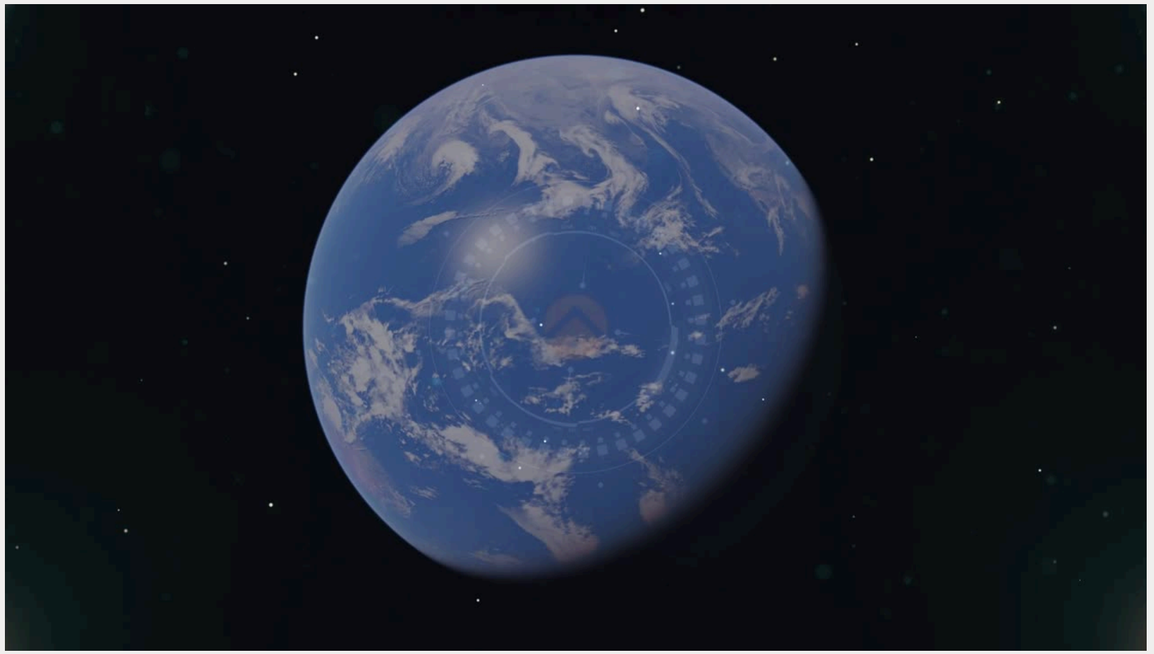
*by the Bosphorus*

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# INFO DAY



**KEY STATS:**

- **LIVEFEED VISITORS:** 4,115
- **COUNTRIES REPRESENTED:** UK, US, ARGENTINA, MEXICO, BRAZIL, CHILE, COLOMBIA, KUWAIT, CHINA, FRANCE, NETHERLANDS, SOUTH KOREA, ECUADOR, INDIA, TÜRKIYE, HONG KONG, UAE, PAKISTAN, FRENCH POLYNESIA.
- **CONTENT REACTION GROWTH:** +162.8%
- **COMMENTS INCREASE:** +150%
- **NEW FOLLOWERS:** +75%

VISITORS: 4,115 LIVEFEED VIEWS, 63 AGENCY ATTENDEES IN-PERSON AT MANDARIN ORIENTAL.

KEY ANNOUNCEMENTS: 12 NEW RESIDENCES, KAYAK PARTNERSHIP, AMBASSADOR APP, PARTNER PORTAL.

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# MARKETING UPDATES




## STUDYEXPO 2024

LONDONIST DMC PARTICIPATED IN THE STUDYEXPO EVENT, SHOWCASING A REPLICA OF A REAL-SIZE STUDENT ROOM.




## ICEF EURESIA 2024

AT ICEF EURASIA 2024, LONDONIST DMC PLACED A REAL SIZE STUDENT ROOM.




## VEF INTERNATIONAL EDU FAIR

HELD AT PARK BOSPHORUS, LONDONIST HOSTED VISITORS AT THE VEF EDUCATION FAIR, SHOWCASING A MODEL STUDENT ROOM.

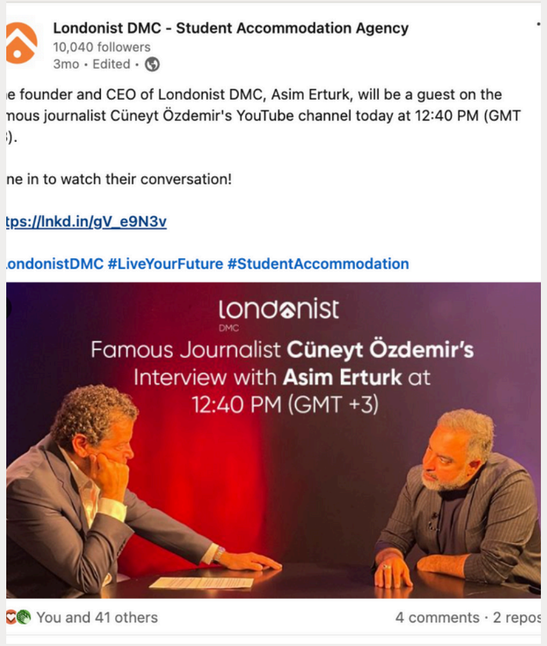
# REAL-SIZE *student room*

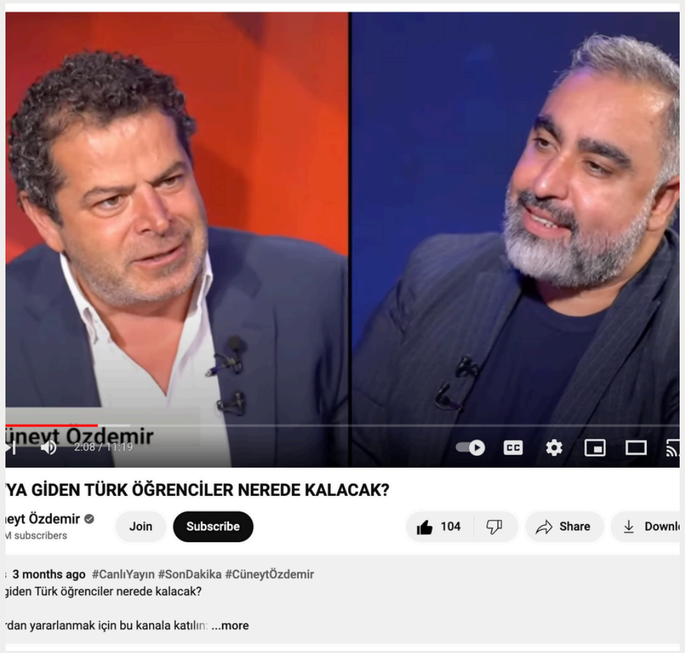
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MARKETING UPDATES

# INTERVIEWS



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MARKETING UPDATES

# marketing GOALS for 2025

In 2025, our marketing team is dedicated to growing more creative, innovative, and impactful every day. We aim to elevate our social media presence, expand our reach, and have deeper engagement with our audience across all platforms.

Our focus will be on:

- Driving **measurable growth in social media** followers, engagement, and content reach.
- Launching **innovative campaigns** that inspire and resonate with students and partners alike.
- Strengthening our position as an industry leader through impactful **branding** and **storytelling**.
- Enhancing collaboration with **influencers** and partners to create meaningful connections.
- Leveraging data and analytics to refine strategies and deliver exceptional **results**.

Together, we're shaping the future of marketing at Londonist DMC, one bold and creative step at a time.

**TURKIYE MARKETING TEAM**

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IT UPDATES

FROM STRATEGY TO SUCCESS

# IT TEAM *in 2024*



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# MANAGEMENT PORTAL

## Advanced Reporting and Analysis





ADVANCED DASHBOARD

SELLABLE VISUAL

REVENUE ANALYSIS

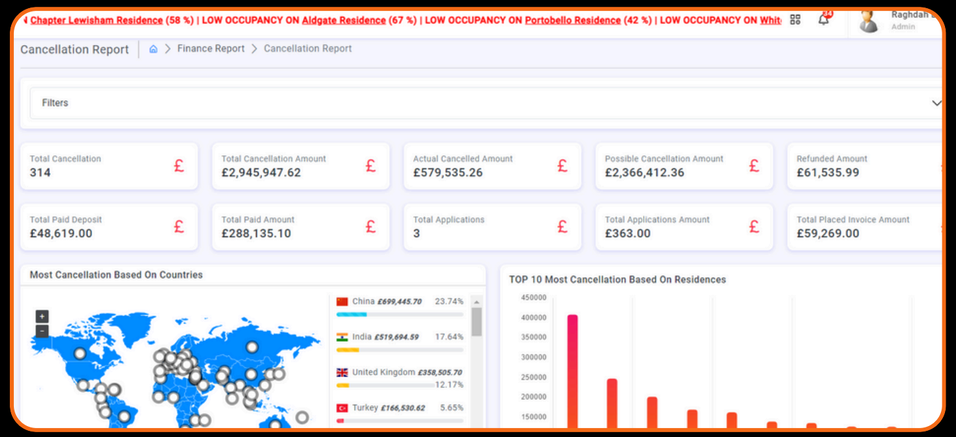
ACADEMIC YEAR

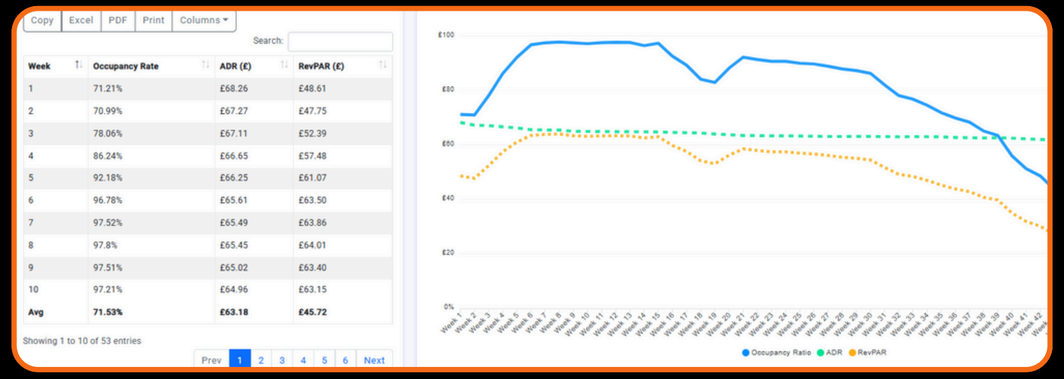
RECEIVABLES

OVERDUE

CANCELLATIONS

DEPOSIT REFUNDS








PPC REPORT

CHECK-IN/OUT

ROOM AVAILABILITY

RESIDENCE REPORT

OVERDUE COLLECTION

SALES AGENT COMMISSION

AGENCY COMMISSIONS

AUTO EMAIL REPORT

# HIGHLIGHTS




IN **2024**, WE WERE SUCCESSFULLY WELCOMED BY **TECHNOPARK! IT IS A TECHNOLOGY HUB.**

**LONDONIST TECHNOLOGIES JOINED BOĞAZIÇI TECHNOPARK.**

TOOK COMPLETE **HANDOVER** FROM **ENDIGITALS** AND EXPANDED **IN-HOUSE IT TEAM.**

SINCE HANDOVER DEVELOPMENTS HAVE BEEN RUNNING **SMOOTH** WITHOUT ANY DISRUPTIONS

endless® abroad

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TECHNOLOGIES

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IT UPDATES

# PARTNER PORTAL

Launched

- Launched Partner Portal in May 2024.
- Accounts created and shared with more than **100** Partners.
- Features:

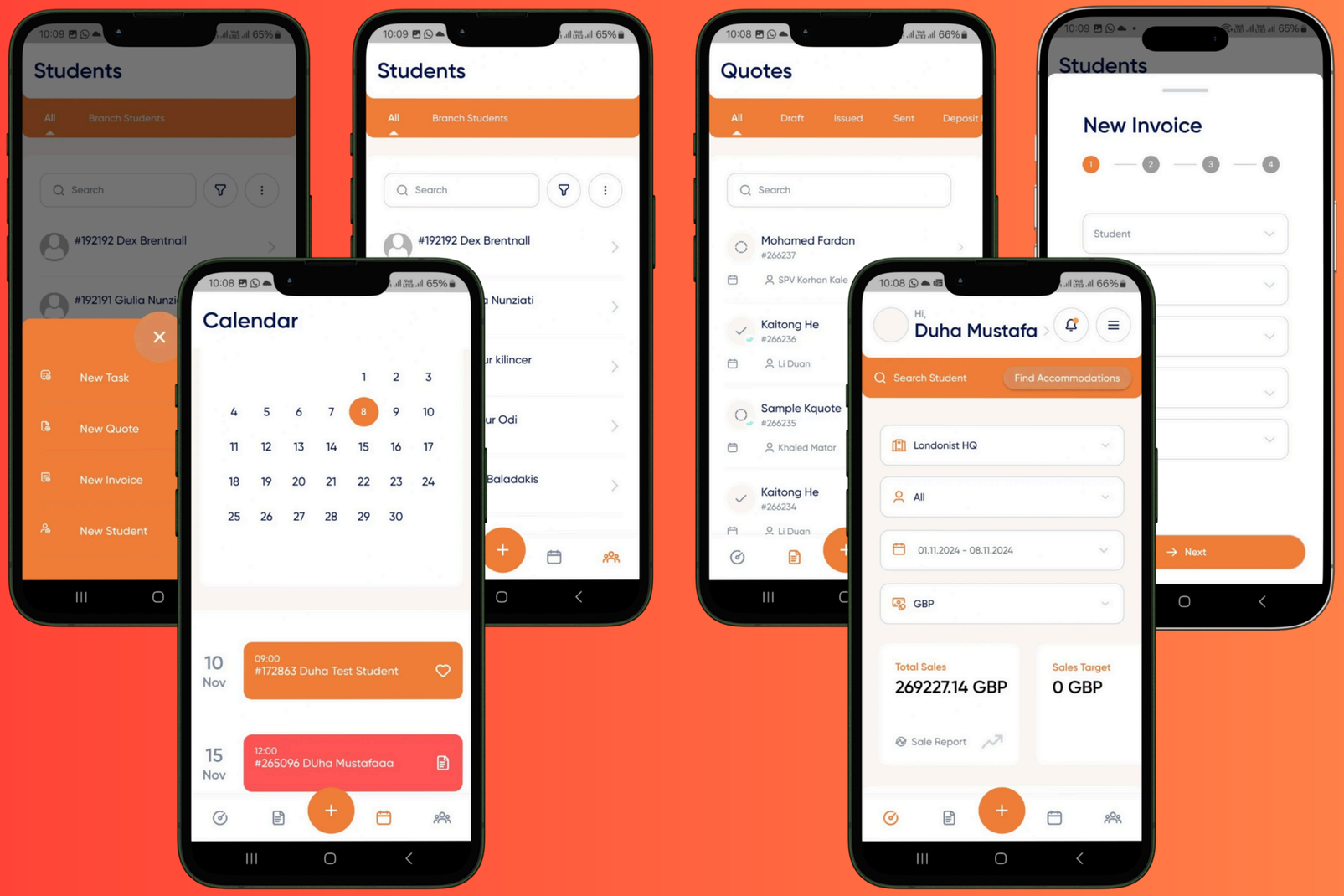
1. Manage Bookings.
2. Create and send Quotes.
3. Track Invoices and make payments.
4. Buy additional services and products.
5. Track Commissions.
6. Check Room Availabilities.



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# DMC CRM APPLICATION

Launched

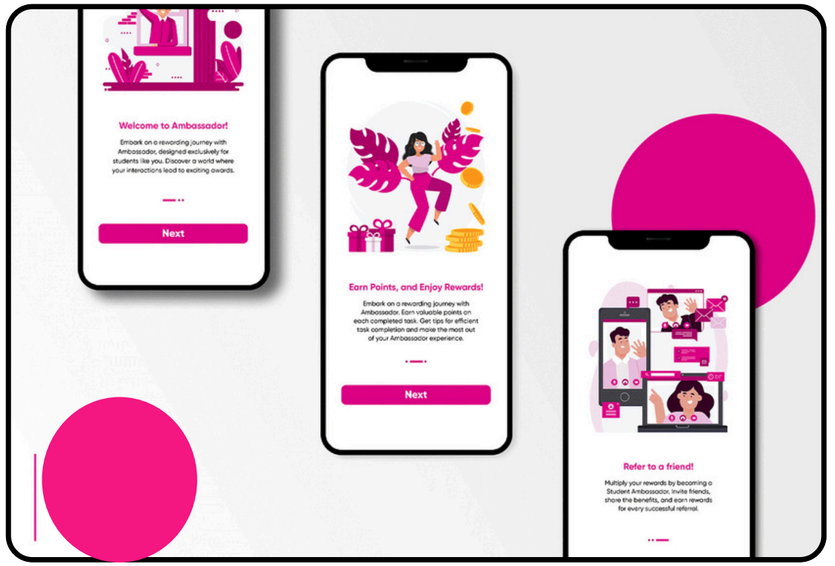


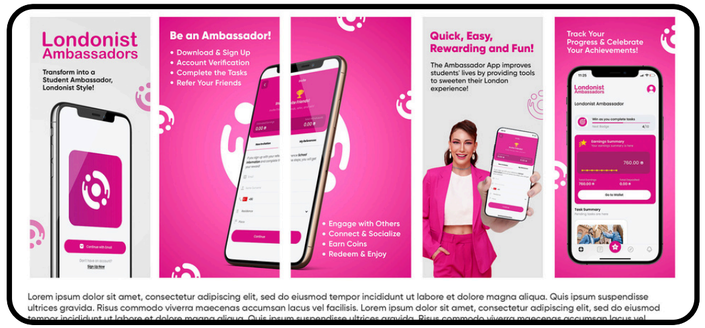
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IT UPDATES

# AMBASSADOR APPLICATION

Completion



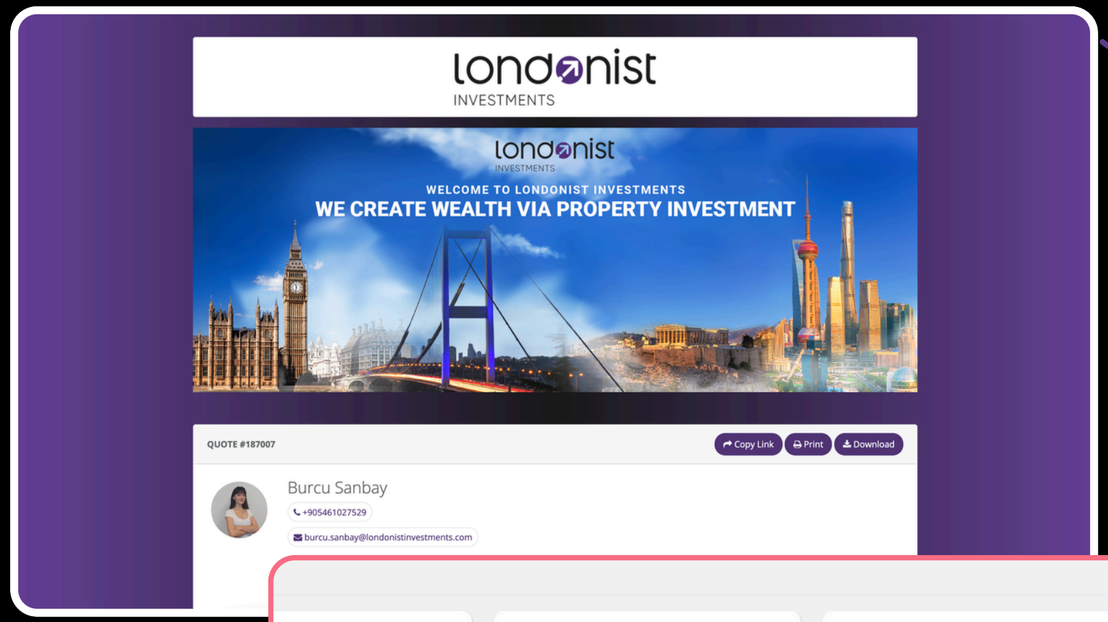

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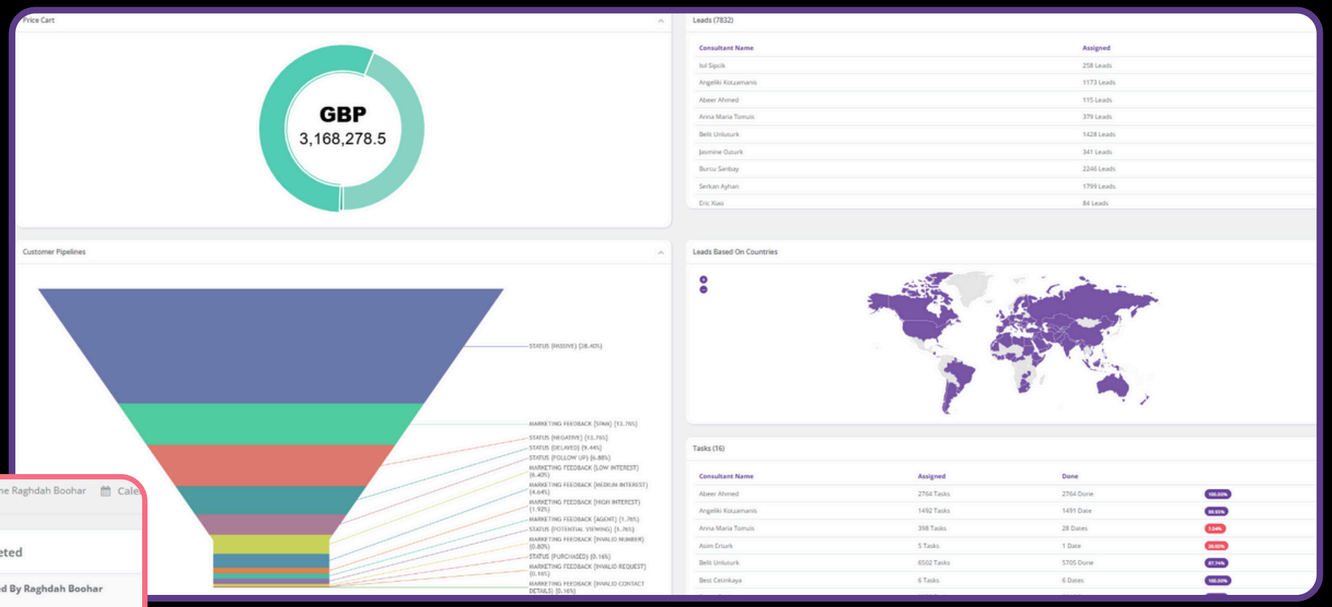
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INVESTMENTS

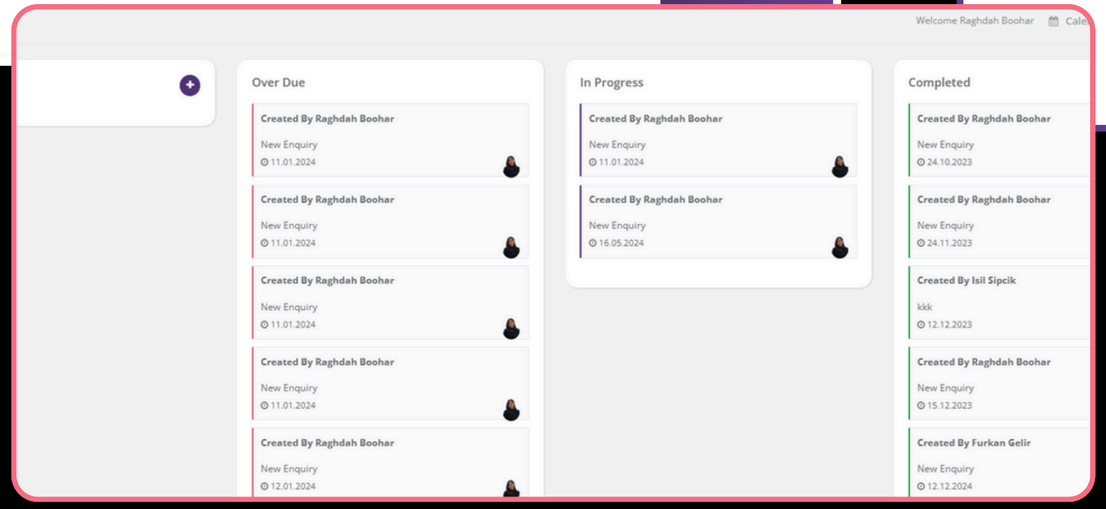
# INVESTMENT CRM

BETA LAUNCH

BETA LAUNCHED NEW INVESTMENT CRM.




FEATURES: LEADS, CUSTOMERS, PROPERTY/PROJECTS, QUOTES, OFFERS, INVOICES, TASKS, CALENDER, CUSTOMER VIEWING DETAILS, REPORTS AND PAYMENTS.

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IT UPDATES

# DMC WEBSITE *updates*

**New Dynamic Pages:**
News, blogs, press appearances, campaigns, and partnering with us.

**Londonist Catalogue.**

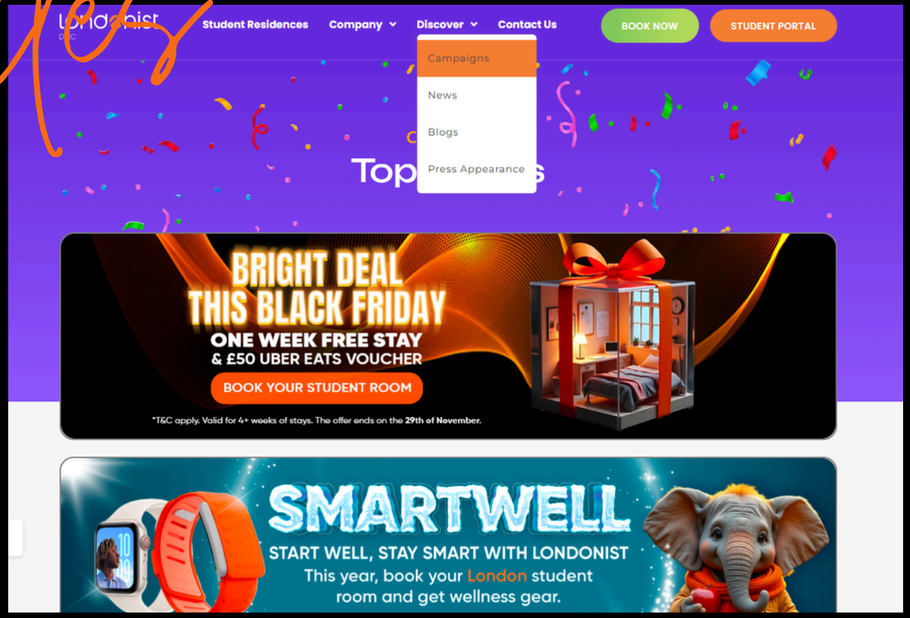
**New Residence Videos.**

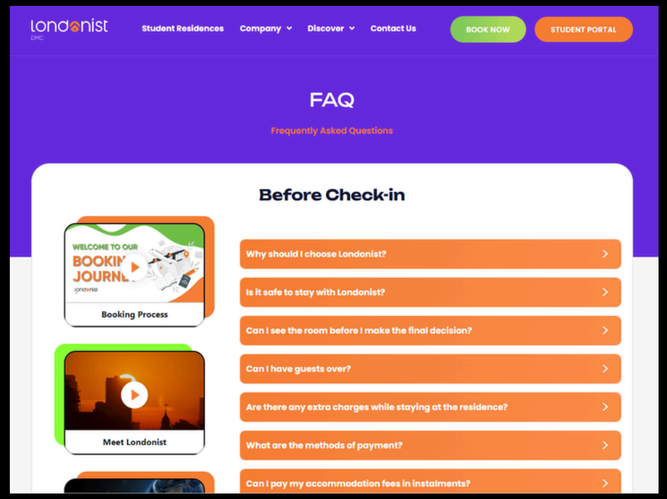
**‘How Do We Help?’ Section.**

**Redesigned FAQ page.**

**Fact Sheets.**

**Partnership with us.**



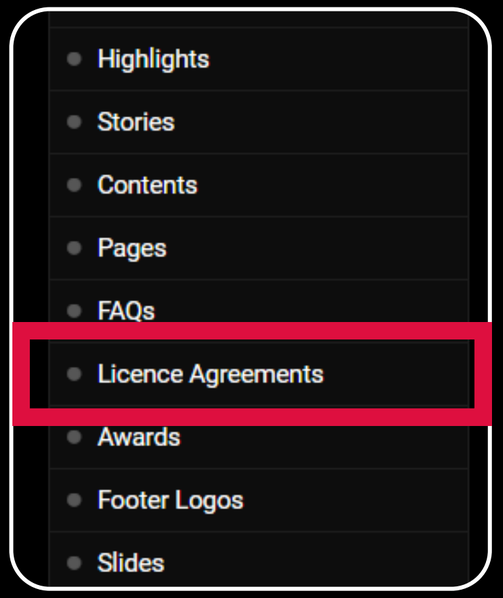



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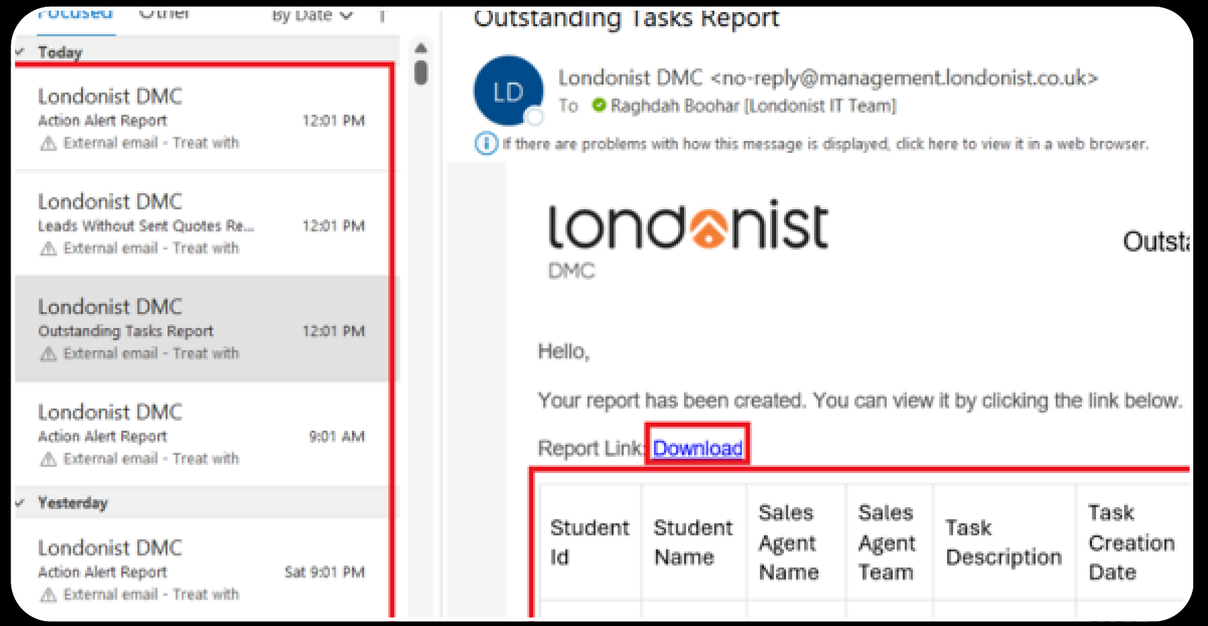
IT UPDATES

# DMC CRM

## DYNAMIC LICENSE AGREEMENT




## AUTO EMAILS FOR TASK TRACKING

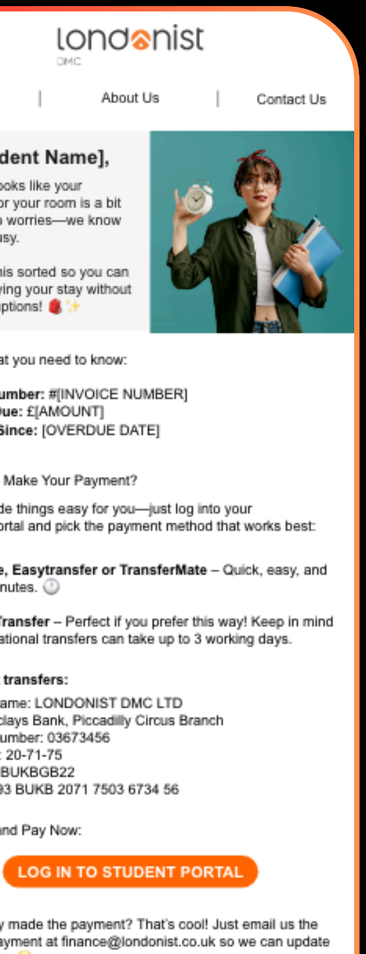


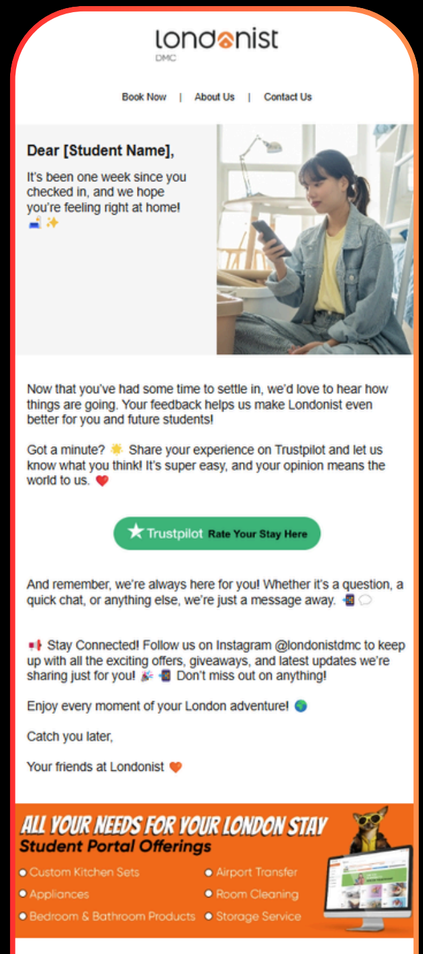
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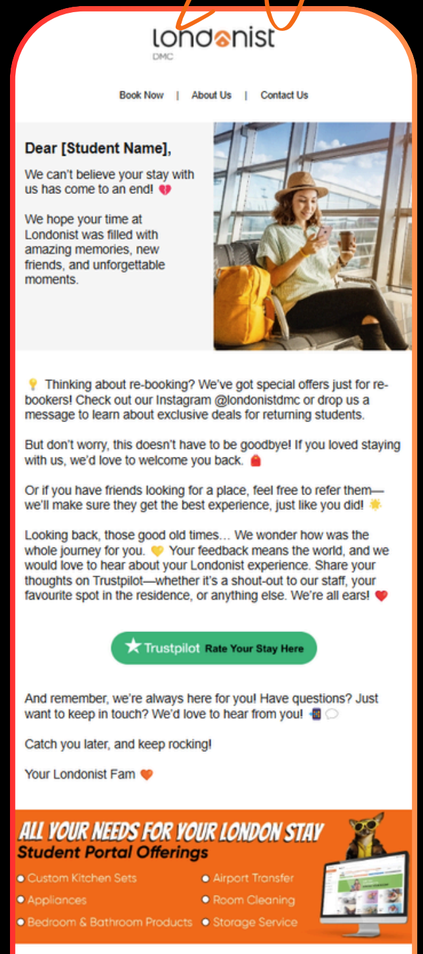
IT UPDATES

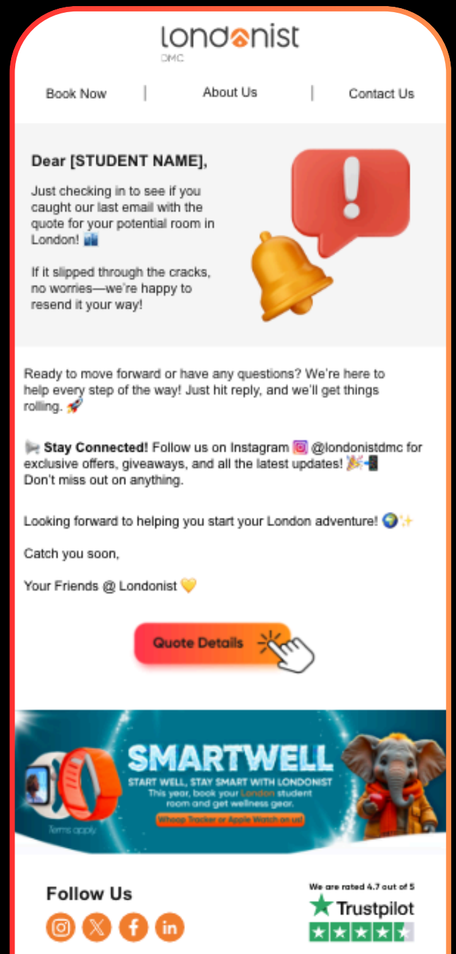
# DMC CRM

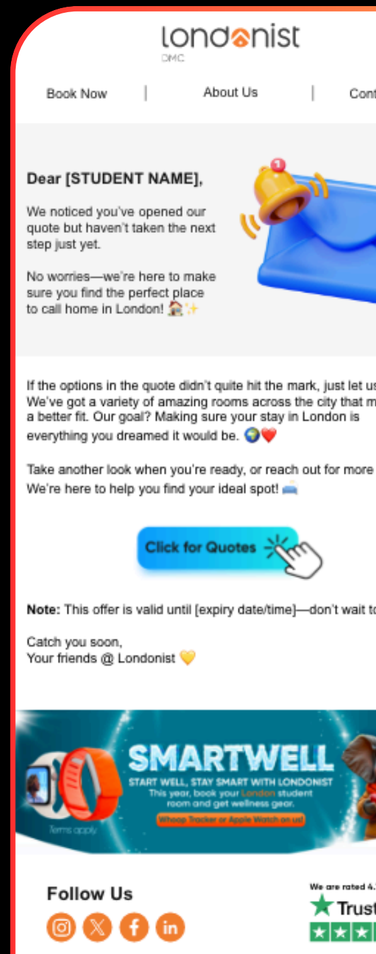
*26 auto e-mails*



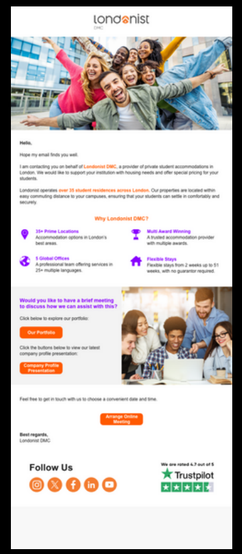



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IT UPDATES

# DMC CRM

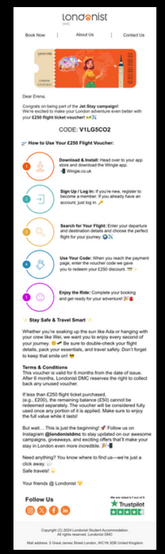
*mailing = newsletters*

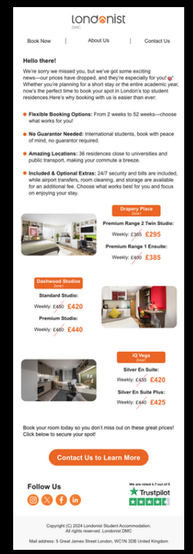









125 NEWSLETTERS (58 CAMPAIGNS)

TO STUDENTS AND AGENCIES,

REACHING A TOTAL AUDIENCE OF

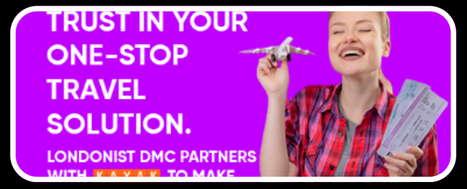
993,557 RECIPIENTS

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IT UPDATES

# STUDENT PORTAL

What's New?

































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STUDENT PORTAL

# EASY TRANSFER



New Payment Method

EASY TRANSFER




SUCCESSFULLY INTEGRATED A NEW PAYMENT METHOD - EASY TRANSFER IN PORTAL

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STUDENT PORTAL

# TRANSFERMATE - ONLINE

New Payment Method

TransferMate
GLOBAL PAYMENTS




INTEGRATED TRANSFERMATE ONLINE PAYMENT METHOD.

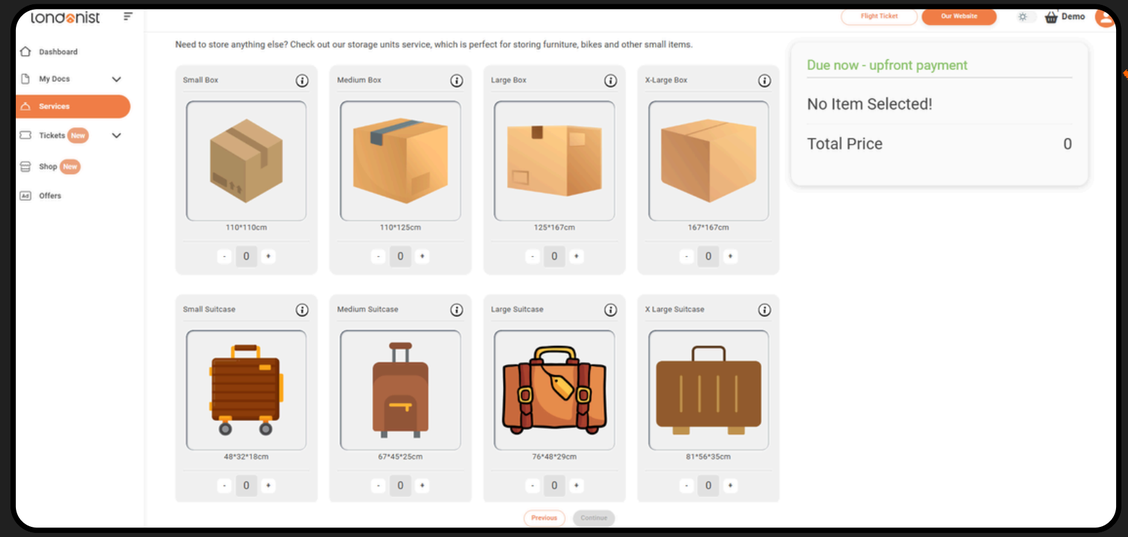
POTENTIAL REPLACMENT OF FLYWIRE IN NEAR FUTURE.

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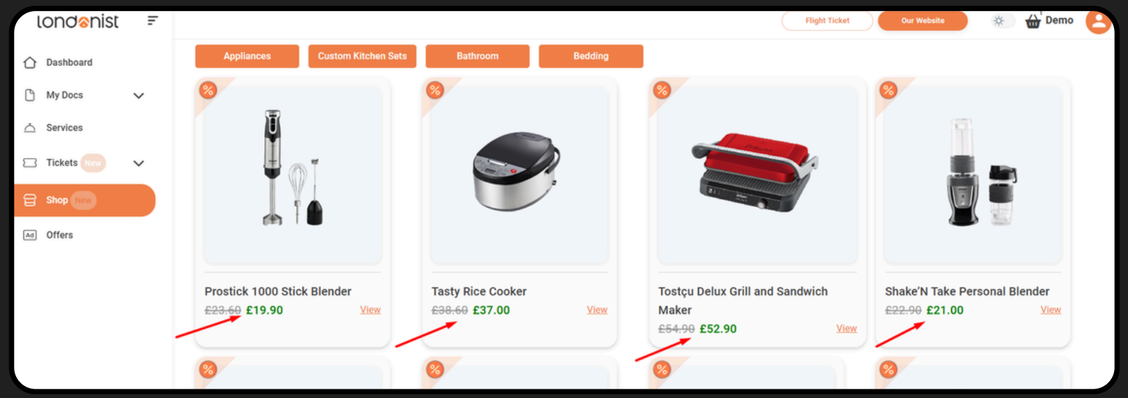
IT UPDATES

# STUDENT PORTAL

## New Developments




- Storage Service
- Discounted Prices on Appliances for Black Friday



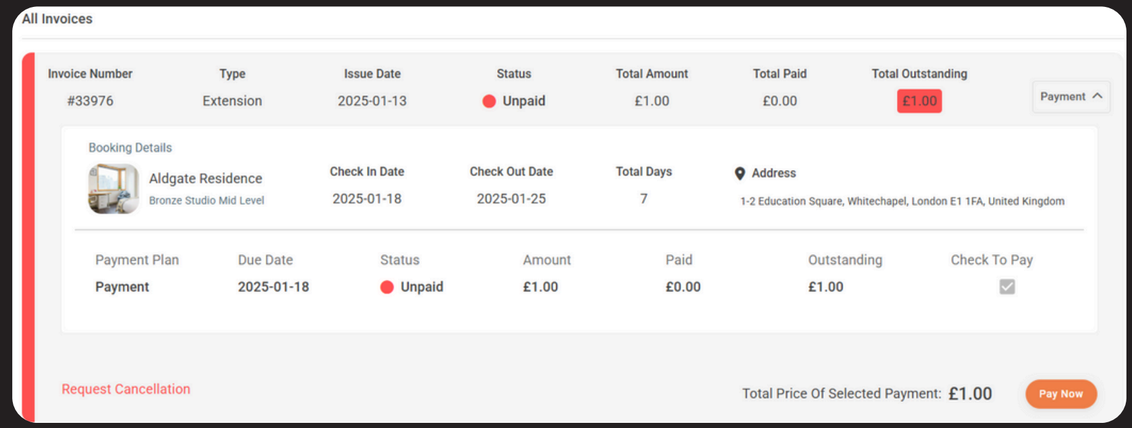
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IT UPDATES

# STUDENT PORTAL

## More Developments

- Request Cancellation
- Deposit Refund Request






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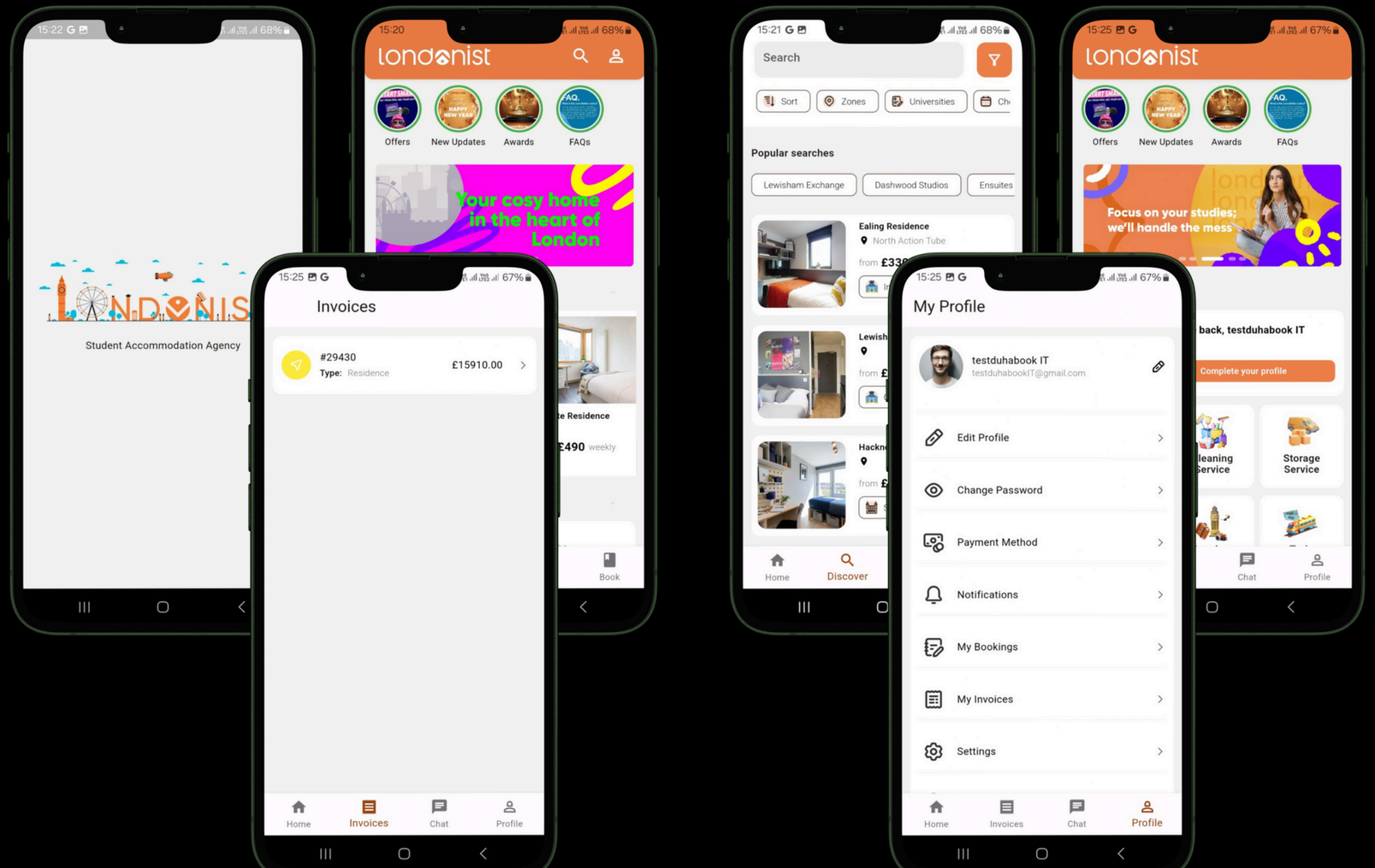
IT UPDATES

# SUPER APPLICATION

In-Progress

- Planned new application for DMC.
- 80% Development completed.
- Features:

1. Residence Listing and details.
2. Latest campaigns and promotions.
3. Instant booking.
4. Make payment for invoices.
5. Send enquiries.
6. Buy Additional services.
7. Buy Tickets and Products.
8. Maintain Student Profile.
9. Book Onsite/online viewings.



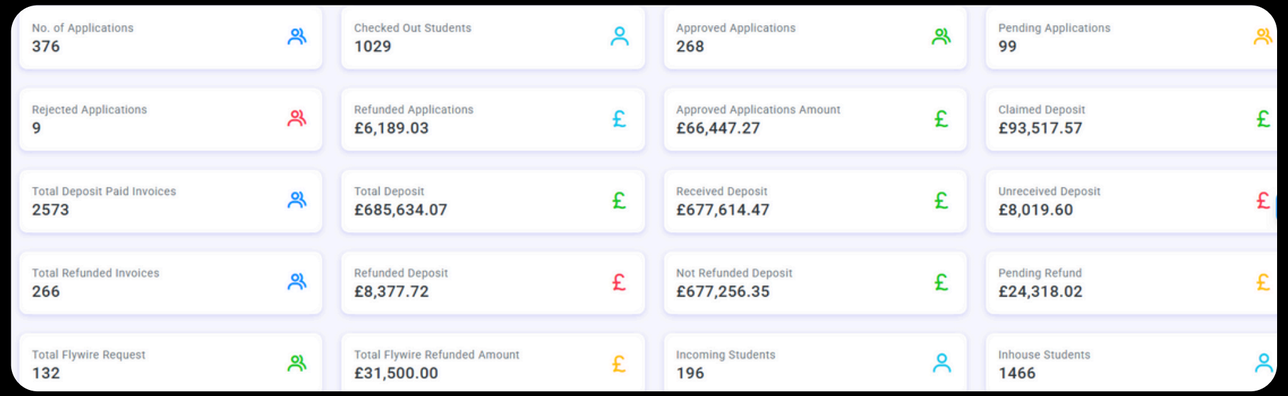
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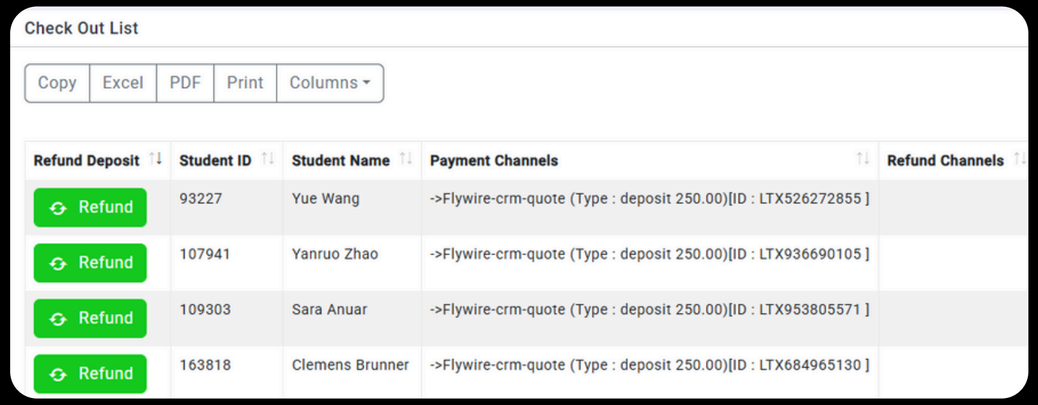
IT UPDATES

# DEPOSIT REFUND

Automated

AUTOMATED THE DEPOSIT REFUND PROCESS ON BOTH TRANSFERMATE AND FLYWIRE.





Check Out List

Copy | Excel | PDF | Print | Columns

| Refund Deposit | Student ID | Student Name | Payment Channels | Refund Channels |
|---|---|---|---|---|
| Refund | 93227 | Yue Wang | ->Flywire-crm-quote (Type : deposit 250.00)[ID : LTX526272855 ] | |
| Refund | 107941 | Yanruo Zhao | ->Flywire-crm-quote (Type : deposit 250.00)[ID : LTX936690105 ] | |
| Refund | 109303 | Sara Anuar | ->Flywire-crm-quote (Type : deposit 250.00)[ID : LTX953805571 ] | |
| Refund | 163818 | Clemens Brunner | ->Flywire-crm-quote (Type : deposit 250.00)[ID : LTX684965130 ] | |

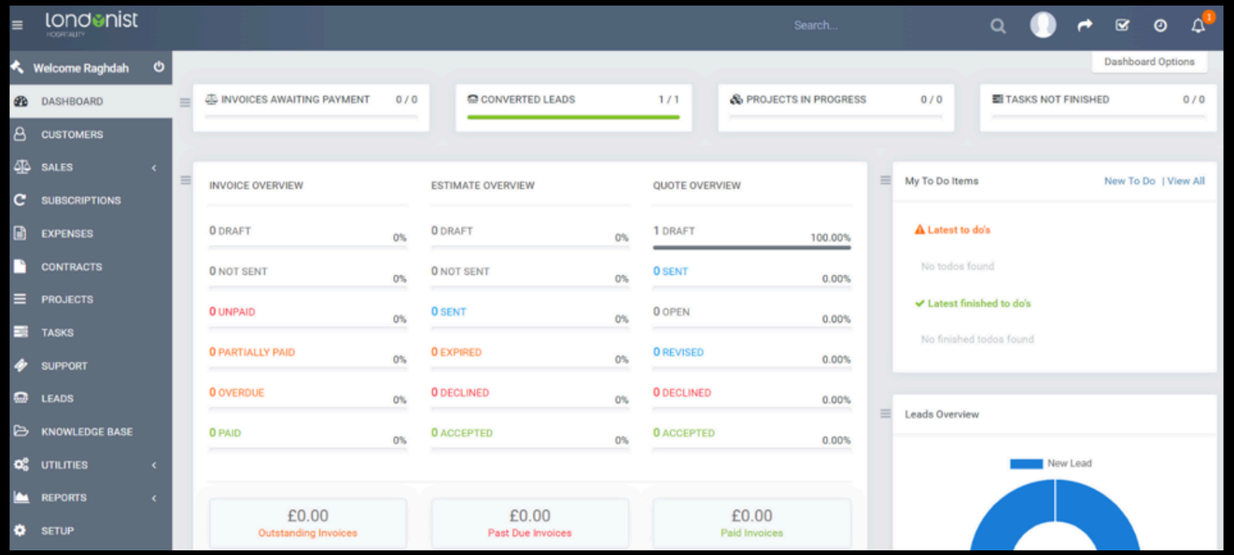
132 DEPOSITS HAVE BEEN SUCCESSFULLY REFUNDED USING MANAGEMENT PORTAL

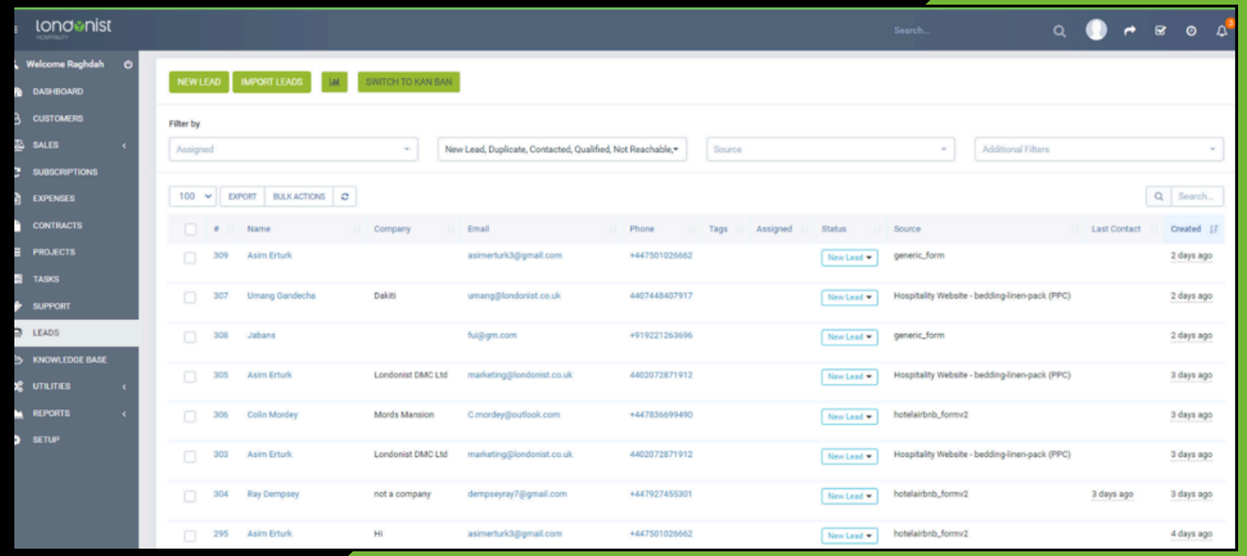
londonist
HOSPITALITY

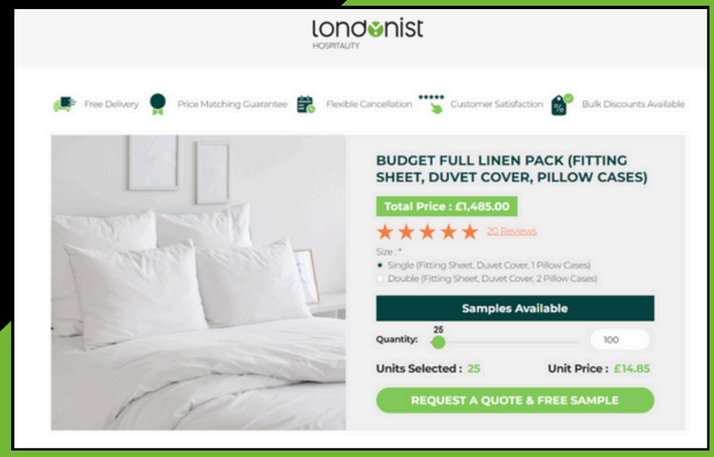
IT UPDATES

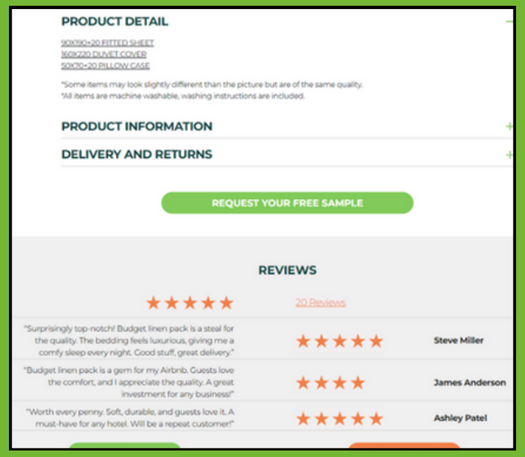
# HOSPITALITY CRM

## Handed over to team



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IT UPDATES

# EMAIL UPDATES



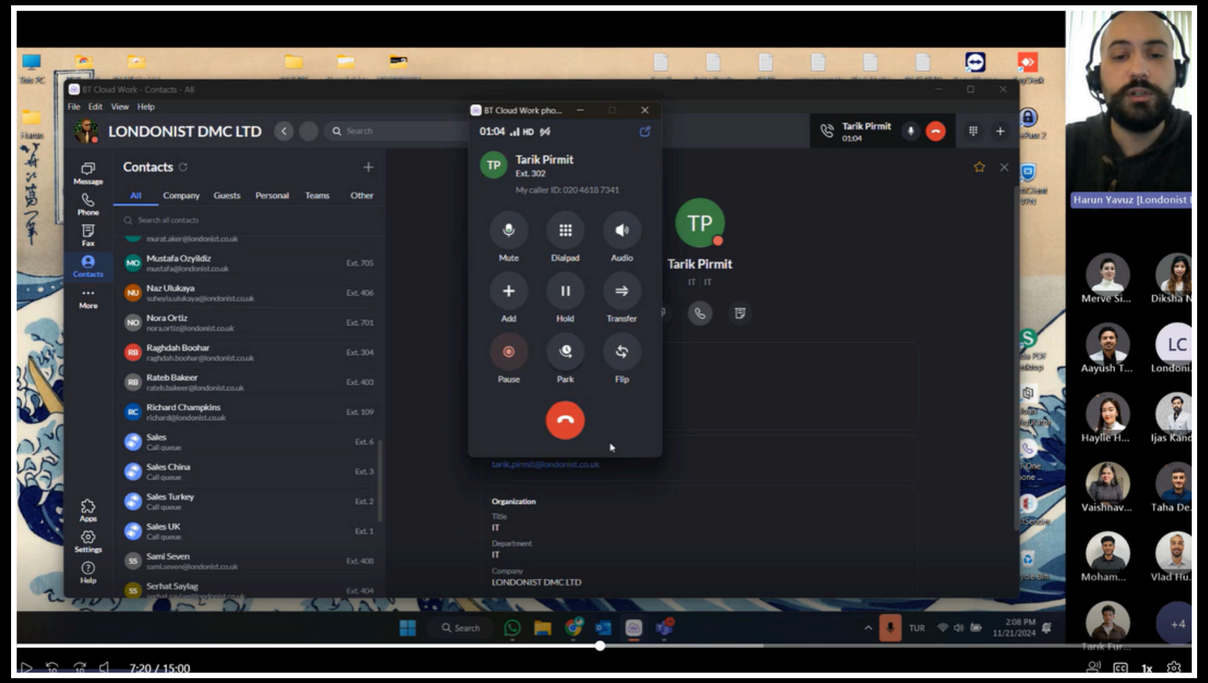

MOVED EMAIL DOMAINS FROM GO DADDY TO CLOUD CAN.

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IT UPDATES

# BT UPDATES

MOVED OUR **BT CALLING SERVICES** TO **BT CLOUD** FOR BETTER PERFORMANCE AND TRACKING

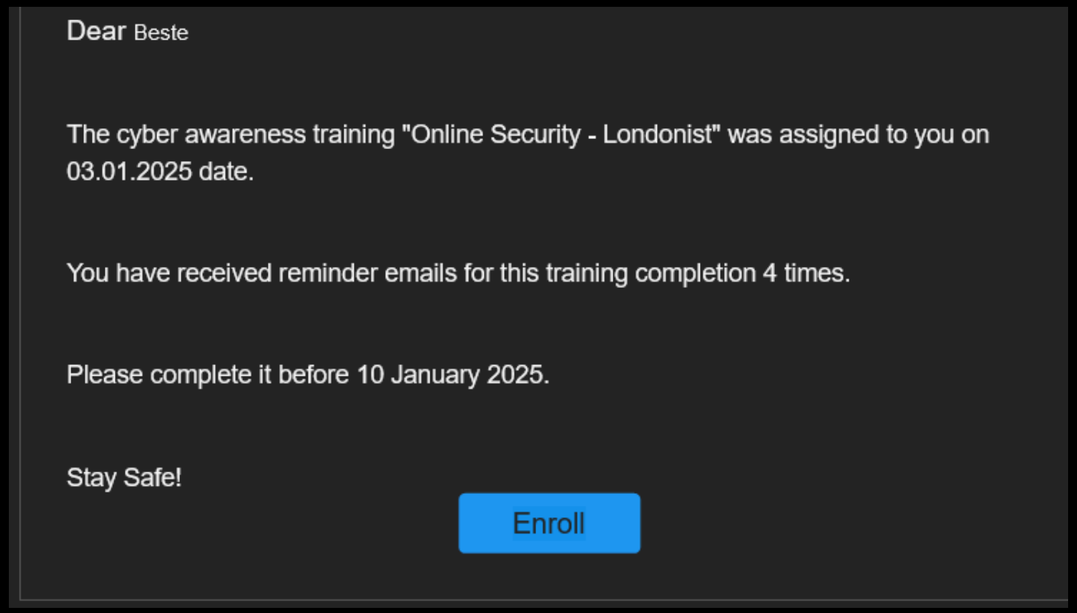


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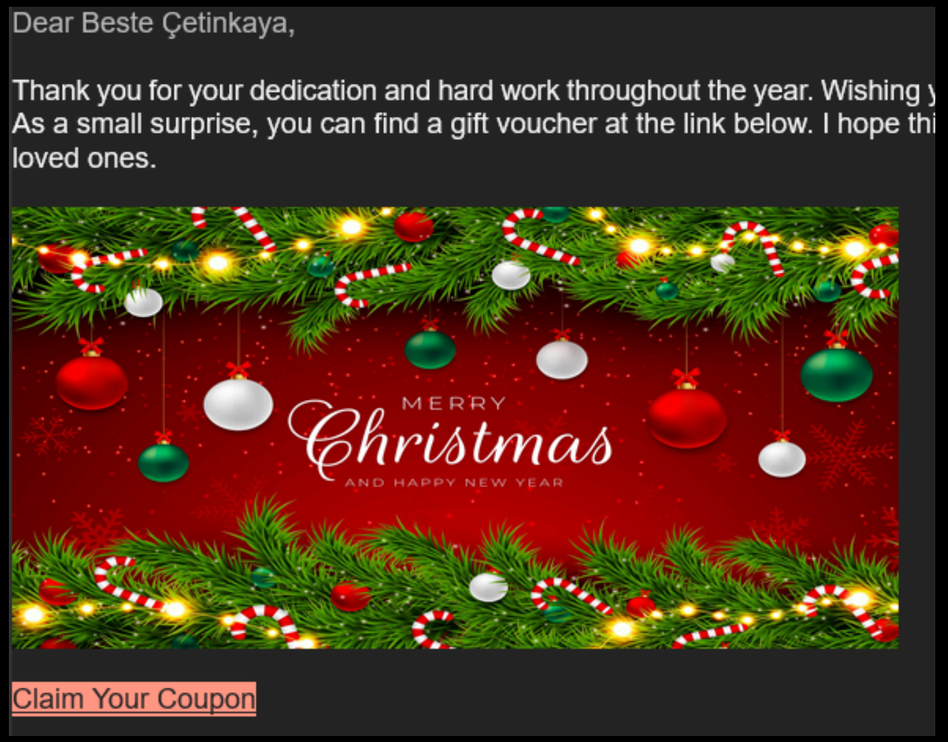
IT UPDATES

# PHISHING AND TRAINING

**TRAINING COURSES FOR CYBER SECURITY AWARENESS AND MALWARE ACTIVITIES.**



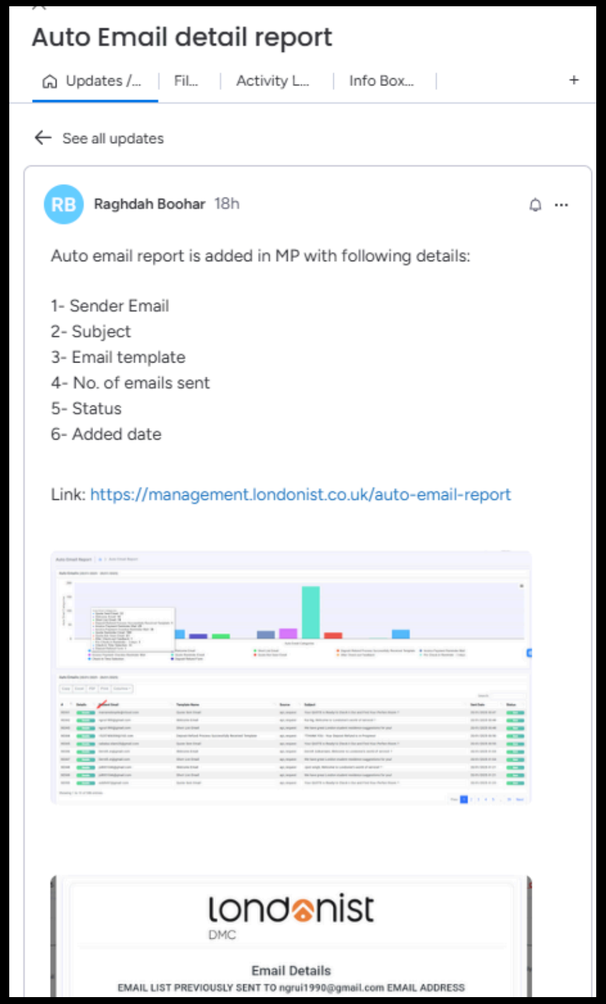

**PHISHING SIMULATION FOR THE TEAM, FOLLOWED BY TRAINING SESSIONS TO ADDRESS THE IDENTIFIED VULNERABILITIES.**

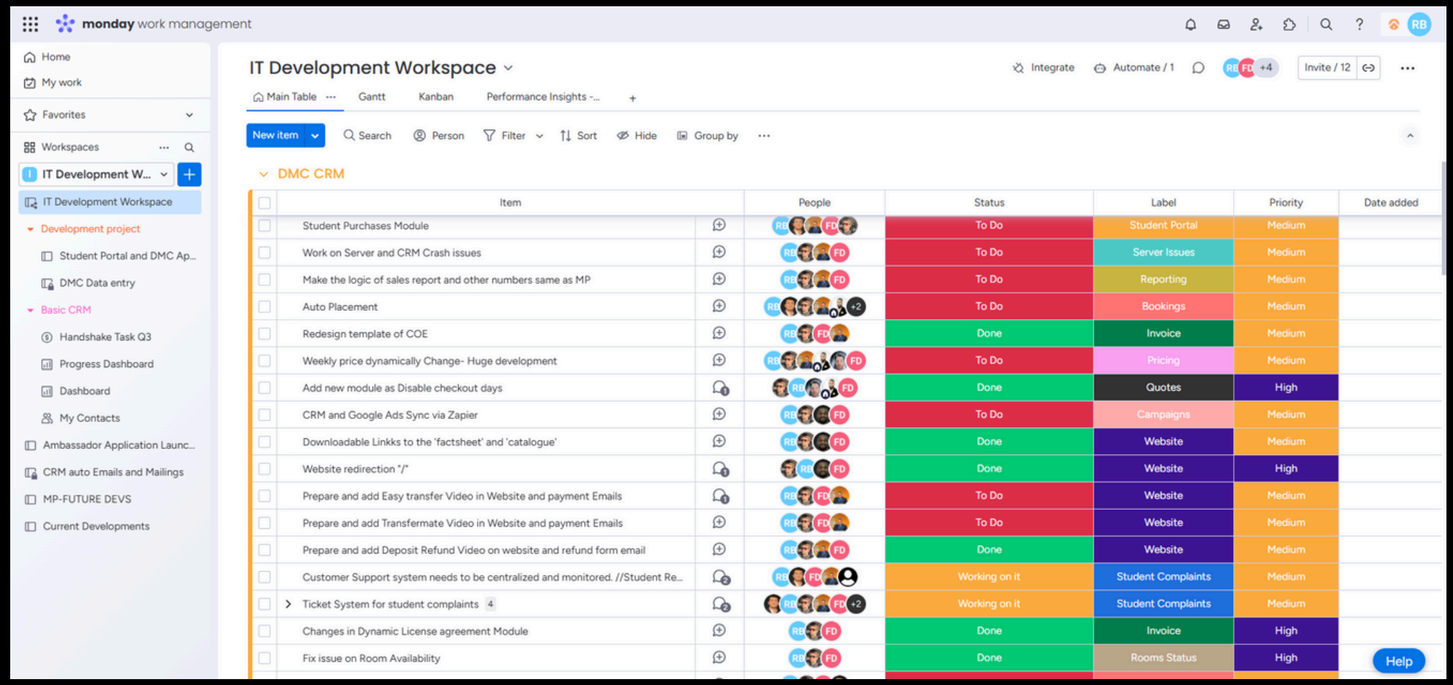


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# MONDAY.COM




**INTEGRATED MONDAY.COM WHICH IS POWERFUL AND FLEXIBLE TOOL THAT HAS HELPED TEAMS PLAN, EXECUTE, AND TRACK THEIR WORK IN ONE COLLABORATIVE PLATFORM.**

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IT UPDATES

# IT GOALS AND TARGETS for 2025

In 2025, our IT team is dedicated to expand our Projects and make our innovations sellable in all sectors since IT has no boundaries and is essential part of each industry.

Our Target is to achieve will be on:

- Fully automated process from possible lead arrival and booking till check-out.
- Launching our Bridge Portal as white label solution.
- Launch our Super application to have maximum outreach in terms of bookings.
- Forecasting and Predictive analysis for long term business decisions.
- To Project Londonist Technolgies as one stop solution for companies seeking IT solutions.
- Bring more innovative projects with Technopark.



# THANK YOU!

*See you in 2025*