

Roomex

Inbound Marketing Program

PERSONA



OFFICE MANAGERS

Based on the sales information provided to us, 57% of the decision makers were office managers or PAs. They are tech savvy and social media aware. They value information to help them and are predisposed to sharing it within their own peer groups, social circles and business networks.

The example persona we've outlined in this document is based on Linkedin research, broader online research and telephone interviews with the following Office Managers:

XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX

231,000

Estimated Office Manager and
Personal Assistant population
in UK and Ireland

38,000

Estimated Office Manager and
Personal Assistant population in UK
and Ireland within Roomex targeted
companies (51-1000 employees)



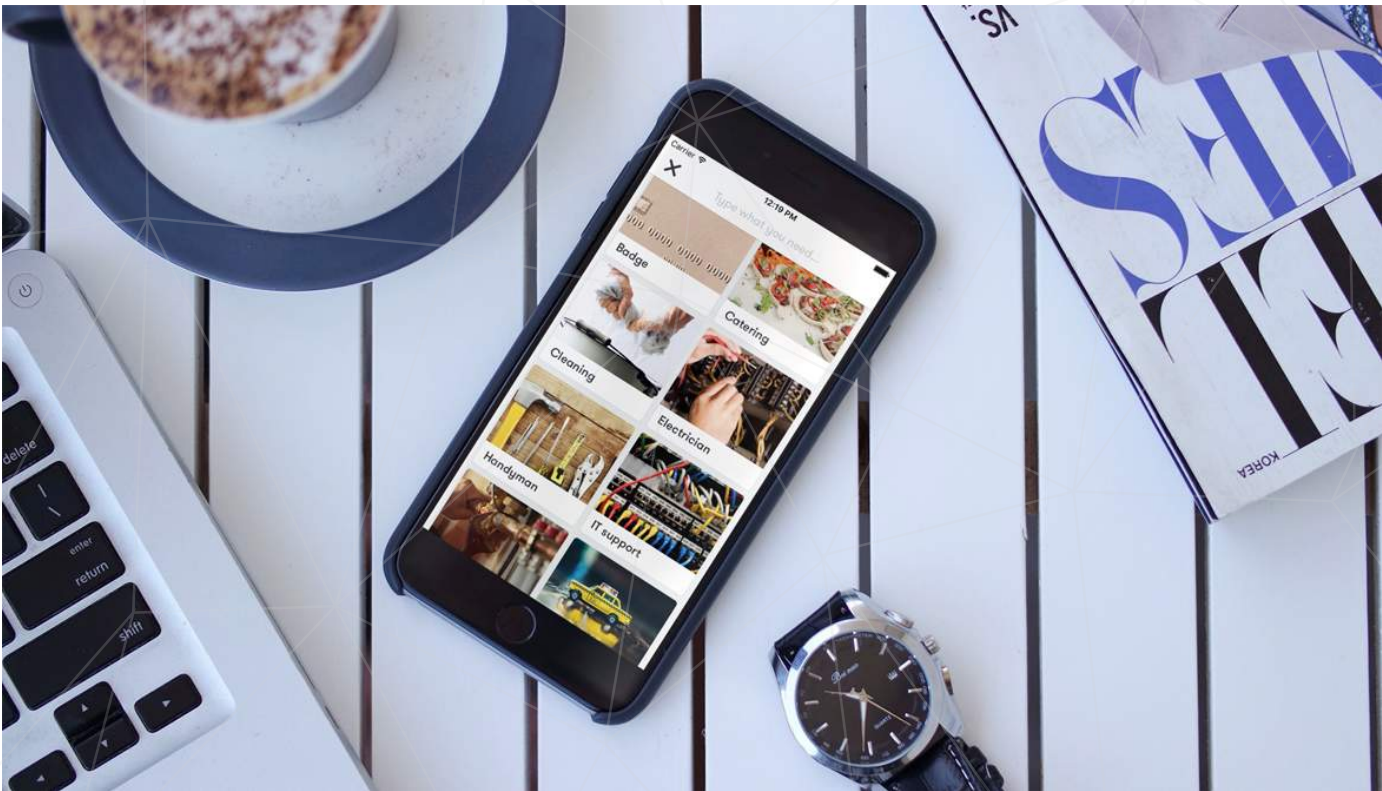
Sara, 30, Office Manager, Tech Company.



Sara is currently obsessed with churches, flowers, cakes and everything else that needs to be organised for her wedding later this year. She takes all this in her stride though, as she's pretty much a 24/7 planner, at work and at play, and her career path was pretty much mapped out for her from an early age.

She's a quick talker. Really quick. And a quick thinker. And decision maker. Speed and efficiency is her thing. Whether she's on the treadmill, at crossfit, chatting or working in the office - she does everything at pace. Slouchers make her teeth itch. Every second counts.

She's been Office Manager for 5 years, having started out from college in a junior payroll admin role, before becoming PA to a property developer that went bust after the global financial meltdown and the subsequent recession. For Sara, when one door closes, another opens.





Planner

She loves her job, as it's so varied and busy, and it keeps her on her toes. She gets easily bored so that's just as well. She manages to get involved in a lot of areas of the business, and has a close rapport with all the staff but in particular with senior management, who value her opinion and trust.

As Office Manager, she has multiple roles and responsibilities from admin, to HR, to payroll, ensuring office supplies are always topped up, day to day diary management, appointments, coordinating travel hotels, flights, collating reports from other departments, being a shoulder to cry on to her list of duties goes on and on,

She is motivated by being the go-to person in her office. She likes to feel a valued member of staff, making a difference, adding value, cutting

costs, seeking out the best deals, and doing everything in the most efficient way. This goes beyond expenses as it's time management that is her principle concern. Efficiency is everything. Her time is non-negotiable.

Her MD is keen for his company to be modern, contemporary, future-proofed and progressive. They have the latest macs on all their desks (even if only the designers really need them) as they want to give the impression of being a modern, silicon valley type company. They are very 'tech-willing' and keep their finger on the pulse of the latest gadgets and software shortcuts to efficiency. Anything that will help them stay one step ahead of the competition and be modern, agile and responsive.



Organiser

With just over 200 colleagues split across 4 locations in Dublin and the UK, she has a lot of colleague concerns to keep top of mind. Her colleagues travel frequently, to a variety of hotels mostly based close to each of their 4 offices. At the moment they have their preferred hotels as they have privately negotiated deals with each. She's doesn't see the need to search online for hotel offers as a result.

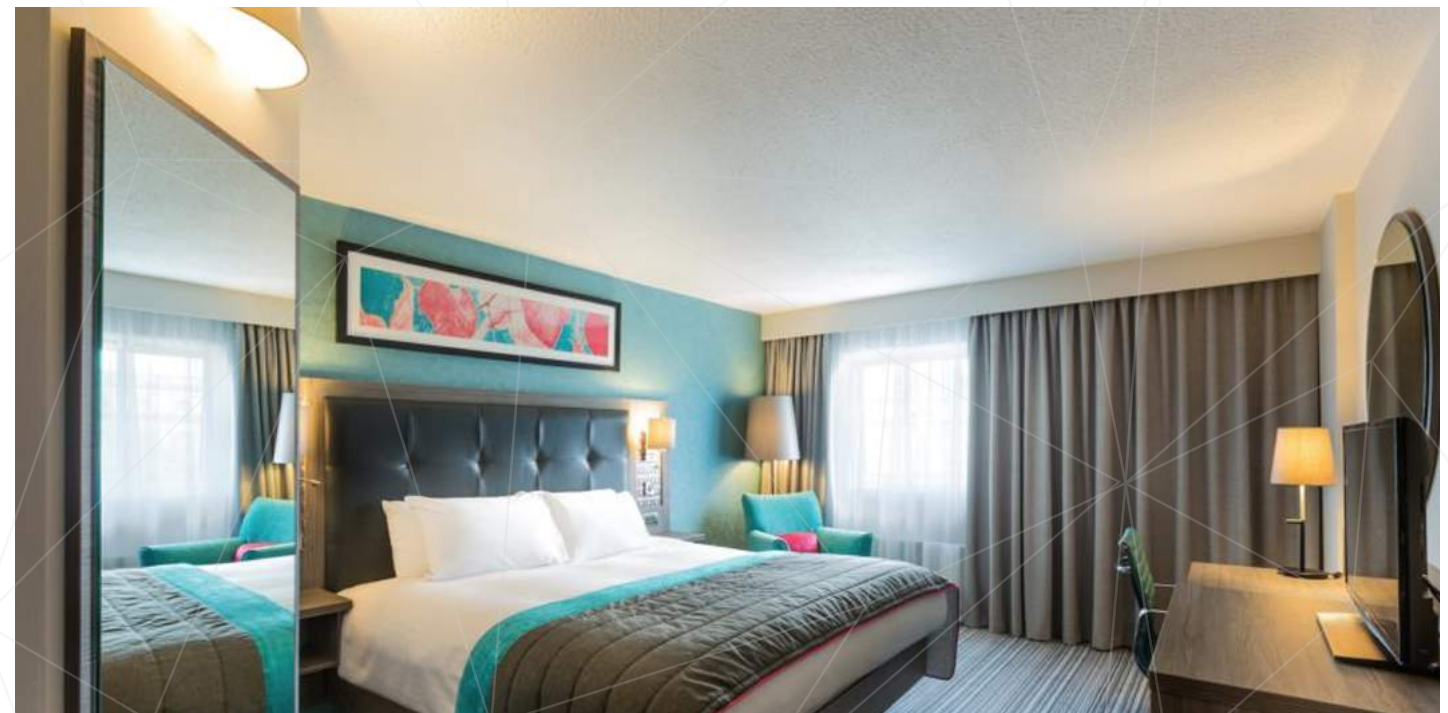
The exception is when she needs to book hotels for senior colleagues when they travel internationally for new business acquisition pitches or to international conferences or events. In these cases, she googles around and looks for good deals in hotels close to the event - this is always a challenge and a bit of pain for her as she often doesn't have the time during office hours and has to do this at home in her free time. Ultimately it's her call, so she feels the responsibility for securing good rates at quality hotels that are conveniently located for her colleagues.

Of course the chasing down the expense accounts and hotel receipts at the end of the

month is a monumental pain for her and eats into a couple of work days towards the end of every month. Their hotel spend last year ran close to half a million. It's a big expense and something they need to keep aware of, so it doesn't spiral out of control.

While costs is obviously something that is top of mind for the MD, Sara however is just as concerned, if not more so, with ease of service, convenience and time savings. Sara is willing to compromise on many things - but not her time, which is precious to her.

Diary management is a big thing for Sara. She spends a lot of time making sure her senior colleagues' schedules are organised and there are no conflicts or double bookings. While she organises hotel bookings, travel between airports and hotels and other transport issues are left to colleagues to organise themselves - they keep all receipts and get reimbursed for all expenses. There is often a small mountain of expense accounts for her to chase up at month end. Schedules and diary management is especially magnified when her colleagues travel between offices.





Trendsetter

She is conscious that the senior staff try to make the most of their time when they travel and book multiple meetings with clients and potential customers when they visit these locations. Everything needs to be scheduled well in advance – and this is problematic as travel between locations is never easy when planning an itinerary in a foreign city, with each destination having its own quirks when it comes to public transport and city sizes. Sara also likes to go the extra mile and point out interesting places to visit, restaurants and other things to do beyond office hours.

For example her MD is a bit of a foodie and fine wine connoisseur, so Sara likes to look up well reviewed, preferably Michelin star, restaurants that he'll be in the vicinity of when he travels. At the moment, she takes notes from magazines (on-shelf and digital subscriptions) and collates everything and sends on an Excel spreadsheet of tips, places to visit, restaurants and other periphery events that are happening in or around every destination.



She uses google maps a lot to become familiar with areas where airports and hotels are based, but it's a drain on her time, and boy does she hate wasting time. With the world so smartphone obsessed and dependent, Sara is also conscious of pinging reminders and itinerary changes out to her colleagues' phones.

She's quite active on social media, mostly Facebook for catching up with the girls and organising their social lives and LinkedIn for work related articles. She'll often watch TedTalks on her lunch break or browse through PA Life articles – she's a subscriber and they often send her emails highlighting things like hotels that have opened and deals for conferences, city guides among other things. She also enjoys the BBC news app and her default for travel and destination information is TripAdvisor.



Adviser

If her colleagues express an interest in local restaurants or events when they travel, she'll get the hotel concierge in her regular hotels to book. But she would appreciate a more informed opinion (or at least a second opinion) on areas she is unfamiliar with. When her colleagues return she'll always ask them how they got on, were there any hiccups or areas that can be improved. She'll also ask about the places of interest and restaurants they went to.

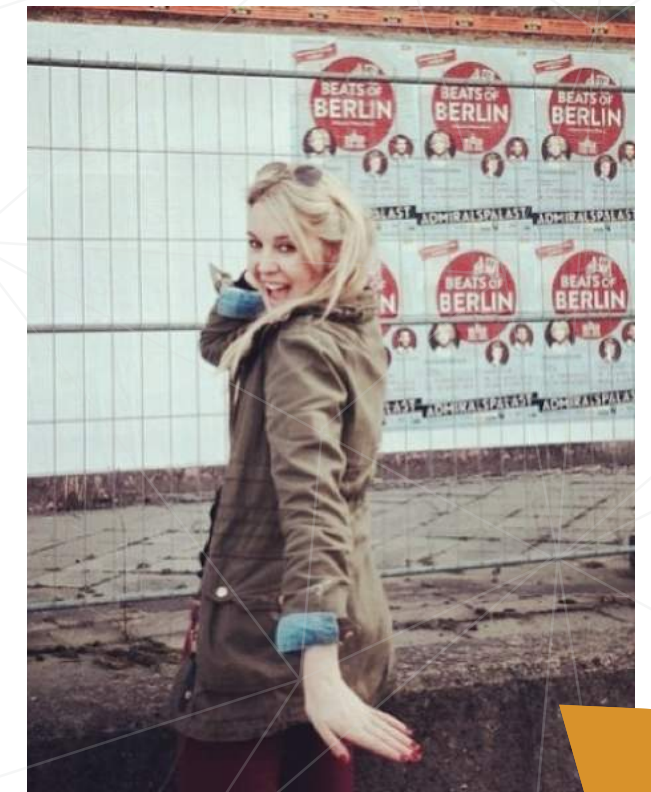


She'll make mental notes of the ones with great reports, either for future travel bookings for other colleagues or also for her own social circles - she likes to help out everyone, and be well informed for her own personal holidaying. Typically, she likes to book corporate travel plans at least a month in advance, preferably 2 months in advance. Of course there is always last minute changes, cancellations or personnel changes but generally she likes to plan well in advance.



Insight

PAs and Office Managers are relentless planners and organisers in work and in their own social circles. Staying informed and being able to offer recommendations and advice to their colleagues helps them to feel valued and a core member of staff. Travel destinations, whether it be for a weekend city break they're planning for themselves or friends or a foreign city they are scouting for their colleagues is a topic that this target persona are clearly interested in and actively seek out. Many lifestyle magazines or dedicated business magazines and sites (e.g. PA Life and Executive PA) cater for this as a result, with many having regular columns dedicated to city guides.



CONCEPT



Roomex takes care of all your corporate hotel booking needs....and now it will also help you plan all your colleagues' travel itineraries with helpful business travel guides to corporate events in cities around the world. While there is a multitude of city guides for travellers out there already and countless other online reviews e.g. TripAdvisor - there is however an opportunity to stand out and be different by focusing on the business traveller.

(sample blog title)

**The Business Traveller's Guide to Austin, Texas.
What to do at #SXSW 2016**

(or a more targeted alternative title)

**The Office Manager's Guide to Austin, Texas.
The ideal #SXSW 2016 itinerary.**



EXECUTION

Rather than generate another city guide (and get lost in the mountain of competing articles) we will focus on the business traveller by targeting upcoming and popular global corporate events. We will research the top 50 corporate events globally, ensuring there is a spread of geographical locations and industry verticals to appeal to as wide an audience as possible. The focus will be on things to do, places to visit, restaurants to eat in etc. within the vicinity of the corporate event

Typically, Office Managers book business travel plans 6-8 weeks in advance. Naturally there is often last minute bookings too, but generally, and especially if the destination is not a regular location and plans/hotels need to be researched online, then it's more likely to be 2 months. This insight will help inform our timings.

We will release a business traveller's guide to a particular city two months in advance of a big corporate event that's taking place there - just when Office Manager's will be researching for hotels to book. However the content will live on (in the Roomex blog page) constantly building up a back catalogue of city reviews as a useful resource database.

Some cities have multiple events every year, so we can get good mileage out of any given blog, any one of which can be tweaked, republished, retargeted and retitled with a new sub-header calling out the new event.

We won't namecheck hotels to stay in, as Roomex don't want to be seen to favour any particular chains. Rather the focus will be on all the periphery activities and places of interest. In particular we will point out activities that relates to the industry in question. So for example, if the event is a big architects conference, the guide will point out interesting buildings, structures and art deco restaurants etc. If the conference is for marketers we might highlight multimedia galleries or street performances in the vicinity. Not every industry will have specific activities tailored for them, but when they do we will take this angle.

We will make a concerted effort to recruit local writers for each of the destinations we write for. Their local knowledge will help us promote insider and authentic content. This will really help our guides standing out from the generic content e.g. a typical guide to Dublin written by an American content writer for an American tourist will suggest visiting the Temple Bar, Guinness Storehouse, the Book of Kells etc. But if you asked a Dubliner, they might advise avoiding all of those cliched and overpriced venues and instead check out places like the Long Hall, Stag's Head, the Sugarclub or a pop-up weekend food market etc.

To bring it all back to Roomex, and help raise awareness and act as a 'soft sell' promotion, we will finish each guide with the same sign off and CTA -

"Right, that's your itinerary covered. Now for all your business hotel booking needs, Roomex has you covered. No costs, no fees, no contracts, it's a no-brainer. Find out more [here](#)"

FINAL THOUGHTS

Another advantage of this campaign will be raising brand awareness, especially if/when Roomex expands into other markets. We understand your main focus presently is Irish and UK based companies. But thanks to the SEO of this content it will also draw the attention of other companies attending events we blog about.

For example, if we wrote the example blog we highlighted earlier about Austin Texas, then it would also get exposure to American corporate CEOs attending SXSW Festival, where the IDA are currently and actively selling Ireland as a destination for US companies to locate their European HQ.



18, Upper Stephen St.
Dublin 8, Ireland
+353 1 5242731

