



A Simple Value Strategy

“The purpose of a business is to create and keep a customer.”

- Peter Drucker, “The Practice of Management” (1954)

Today, people are overwhelmed by marketing messages. Most of us have learned to tune out even the most subtle versions of them. There are, however, notable exceptions where messages come through loud and clear with them. Those messages land and persuade consumers to listen, share with friends and ultimately buy with abandon, the products and services associated with them.

This is the story of Stay N Play™.

Stay N Play™ takes advantage of four compelling consumer metrics that lead to buying decisions.

- 1) **Trust** – Referrals from our hospitality partners and referenced online review ratings.
- 2) **Convenience** – Local businesses with optional online ordering
- 3) **Customer Experience** – Only highly rated businesses are allowed to participate.
- 4) **Value** – Discounts and special promotions add value to the experience.

The founders’ vision of supporting local businesses has infused the company’s culture and is central to its mission.

Have you ever stayed at an Air BnB or a hotel with a concierge? When you do, don’t you appreciate the recommendations of where to eat and what to do in the unfamiliar places you visit?

Think of Stay N Play™ as a “digital” concierge.

Stay N Play™ has two types of “partners” (local businesses and local hotels), both of which seek to enhance the experience of their customers and increase the frequency of their patronage.

Businesses partner with Stay N Play™ to give new customers a reason to visit their businesses, perhaps several times, during their vacations. They offer a discount or promotion to Stay N Play™ “guests” to attract and reward purchases at their businesses. This in turn, raises revenue and boosts online reviews with our follow up Google Reviews Booster™ protocol.

Hotels partner with Stay N Play™ to provide a value-add with discounts or promotions from local business “gems” that seem to have been “curated” by them “Especially for you, our guest”. They also appreciate the custom “guest communication” drip campaign we create for them. This will add to their guests’ experience and invite them back with “direct booking” offers and other promotions.