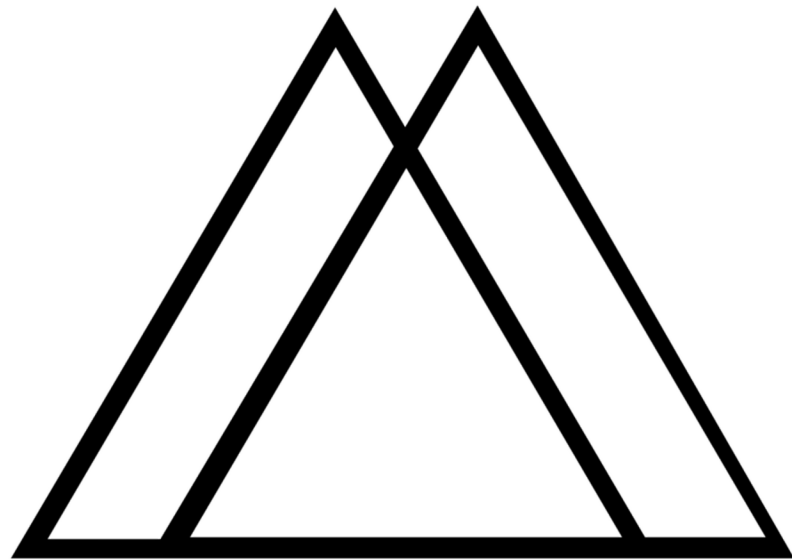


Growing Business
one Click at a Time

INTRODUCING BEYOND CLICK MARKETING

Empowering the Hospitality Industry

Using our Google Ads expertise to help hospitality
businesses take control of their bookings



BEYOND.CLICK
MARKETING

WHAT WE DO BEST

Empowering Hospitality Businesses to Own Their Bookings

Our mission is clear:

Help your property attract the right travellers

Drive them to your website

Convert interest into confirmed bookings

Many hospitality businesses rely heavily on third-party booking platforms like Booking.com and LekkeSlaap to fill their rooms. While these platforms offer visibility, they also come with high commission fees and limited control over your guest relationships.

What we do best is empower hospitality businesses to drive travellers directly to their own websites, increasing direct bookings, reducing commissions, and strengthening their brand presence online.

Help Travellers Find You First

We create targeted Google Search campaigns that place your property in front of travellers actively searching for accommodation in your area, which also improves local visibility

Drive High-Intent Traffic to Your Website

Our campaigns are designed to send guests ready to book directly to your website, ensuring increased reservations, better client relationships and improved online presence

Optimising Campaigns for Real Results

We continuously analyse and refine campaigns to ensure we drive efficient, cost-effective measurable results and sustainable growth for your property.

THE STATISTICS

Measurable results that speak for themselves

Website Bookings

Nearly
***98%**
Are **Direct** Bookings

Industry Standard
30%-60%

Cost per Booking

Highest
R155
Lowest
R64

Industry Standard
R200-R800

ROI

Lowest
15.44X
Highest
31.29X

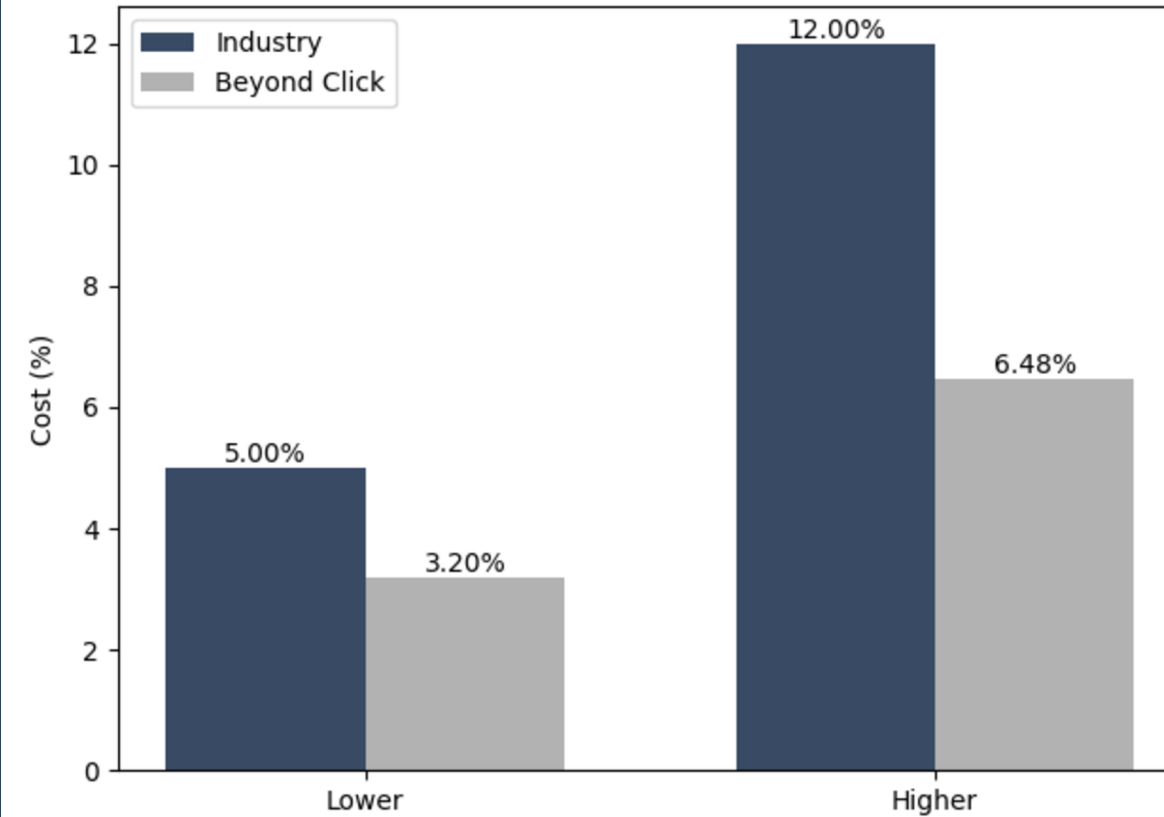
Industry Standard
4x - 10-x

Marketing Cost

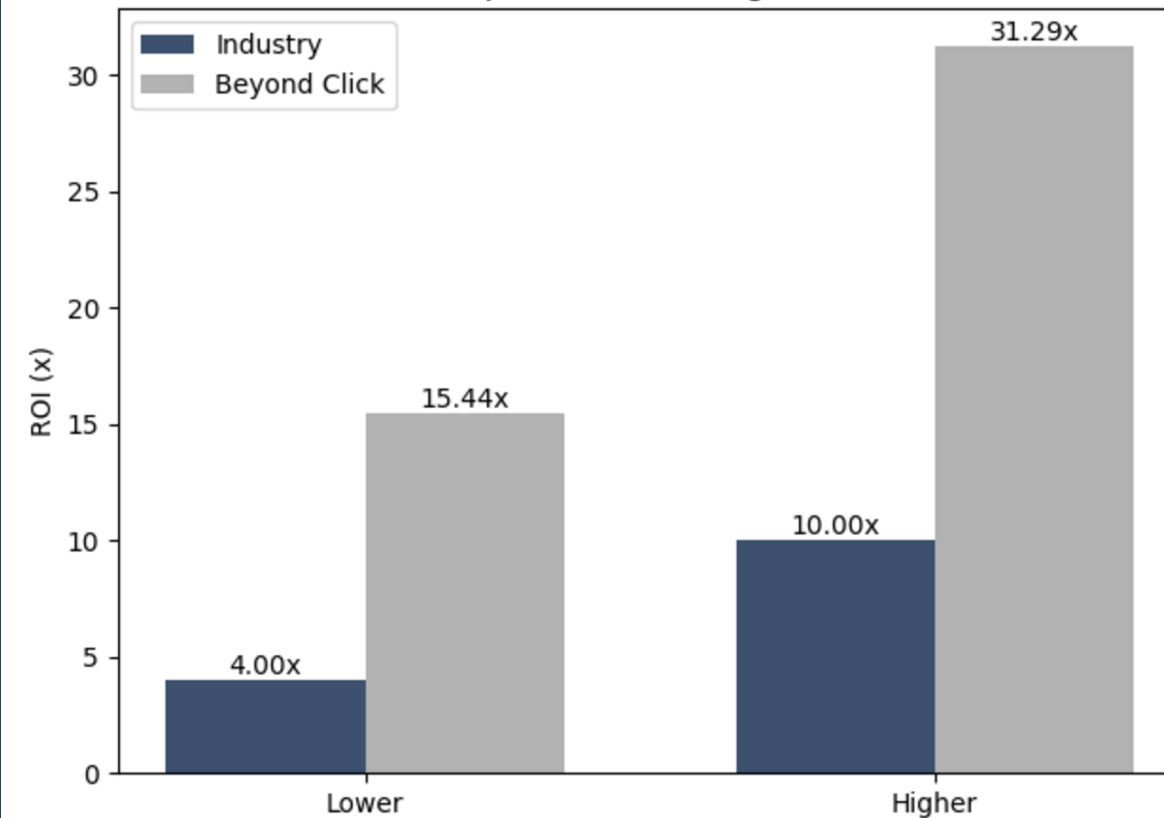
Lowest
3,20%
Highest
6,48%

Industry Standard
5 - 12%

Marketing Cost % Comparison (Including Admin Fee)



ROI Comparison (Including Admin Fee)



Results measured
July - December
2025

The numbers confirm that our Google Ads strategy delivers a return on investment far above the industry standard, while maintaining a very low cost-per-booking

“The team helped me get my YouTube channel off the ground. Since working with them, the channel has grown quickly and I regularly get calls from people who've seen my videos.

The team is professional and makes it easy to focus on what matters without getting bogged down in all the technical work.

Without them I probably would never have started – I can recommend them with full confidence”

– Jonathan (Temple Foods)

“Beyond Click helped us grow while others were closing during 2020 and has been providing us with many inquiries every day since then.”

– (Sable Hills Lodge)

“Beyond Click Marketing changed my whole view of business and marketing.

I cannot imagine attempting any business venture, especially in hospitality, without leaning heavily on this professional and effective team of creatives.

– Roedolf (Agora Cafe)

TESTIMONIALS

What others are saying

THE GROWTH PACKAGE

All you need to empower you to own your online presence

Set up and Management of one Google Ad Campaign

We handle everything from strategy to ongoing optimisation, ensuring your campaign consistently drives high-intent traffic and bookings.

Includes:

- Campaign setup and strategy tailored to your property
- In-depth keyword research focused on booking intent
- High-converting ad copy creation
- Continuous campaign monitoring and optimisation
- Bid adjustments and performance improvements
- Seasonal strategy alignment (peak vs low season)
- Monthly reporting with clear performance insights

Marketing Review and Consultation

We conduct a detailed review of your current business operations, along with an analysis of your website, social media, and overall online presence to ensure you're not losing potential bookings.

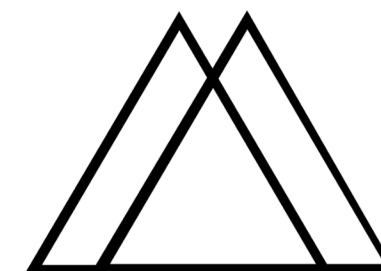
Includes:

- Revision of current business operations and capacity
- Website and booking analysis
- Conversion optimisation recommendations
- Social media presence and content review
- Brand positioning and messaging insights
- Identification of missed booking opportunities

Added Value for Partners:

20% Discount on Monthly Management Fee

FREE Marketing Review & Consultation (Valued at R10 000)



Contact Us

Let's empower you to take control of your bookings

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