YOUR COMPLETE MARKETING PARTNER

Fairoaks.
More of the right stays.



Family-owned.
Relaxed luxury.
A stronger year-round business.

Prepared for Fairoaks | 20 November 2026

A NOTE FROM BECCI, MARTYN & THE TEAM

Grow the business.
Keep its character.

The opportunity is not simply to attract more visitors. It is to turn the right dates, spaces and experiences into bookings that are worth more to Fairoaks.

One marketing partner to bring the Fairoaks story to the people most likely to book. **Option 1: Full Marketing Partnership** connects SEO, AI answers and local visibility with seasonal campaigns, advertising, ongoing content planning and guest email marketing. **Option 2: Search & Remarketing** focuses on search, local visibility and bringing previous visitors back.

> **Authentic service. Local craftsmanship.**
> **Room to come together.**
> **Luxury without the formality.**

A connected plan around your estate, your guests and the bookings you want.

THE COMMERCIAL DIRECTION

Better-value bookings. Better use of the year.

CURRENT REVENUE

£380,000

Baseline supplied in Martyn's visit notes.

NEXT-YEAR AMBITION

£750,000

£370,000 above the supplied baseline.

FOLLOWING-YEAR AMBITION

£1 million

A further £250,000 of business growth.

Your growth ambitions guide the plan. We track progress against the starting point, not a promised return.

FAIROAKS BARNS

WHAT CREATES THE GROWTH

Sell the occasion. Not just the bedrooms.

Larger, more valuable stays

Your current 24-guest accommodation gives us a strong story to promote now. As the planned 48-guest capacity becomes available, we can introduce larger-stay messages through search, approved content and, in Full Marketing Partnership, targeted campaigns.

Make quieter dates work harder

In Full Marketing Partnership, we could promote midweek corporate stays or specialist breaks through dedicated campaigns. Golfing or tennis-break pages could give guests a new reason to visit, if Fairoaks chooses to offer them and suitable local arrangements are available.

Give each stay a stronger story

We would turn your approved stay options into clear marketing messages: who each break suits, what makes it special and how to enquire. Full Marketing Partnership adds audience-specific content, advertising and organiser introductions to bring those stories to new people.

Examples are marketing suggestions, not new Fairoaks services or confirmed activity partnerships.

OFFERS WITH A CLEAR BUYER

One estate.
Different reasons to book.

Dog-friendly family & group stays

Make Fairoaks' very dog-friendly welcome a clear reason to choose the estate. Connect dog-friendly group-stay searches, family-focused content and quieter-season campaigns, so guests can picture bringing their dogs rather than leaving them behind.

Corporate stays

In Full Marketing Partnership, build a focused midweek campaign for people arranging team stays. Approved corporate-stay content, business-focused advertising and relevant organiser outreach would lead to a clear planning enquiry.

Wellness & wedding stays

Full Marketing Partnership could introduce the estate to retreat hosts and wedding planners, backed by tailored content and campaigns. We would promote the accommodation and experiences Fairoaks confirms, without assuming a particular retreat model or ceremony licence.

FAIROAKS BARNS

SEARCH, AI & LOCAL DISCOVERY

Three ways to be discovered.

SEO / appear in relevant searches

Improve the existing website's technical health, page structure and search presentation. Connect family, corporate and specialist-stay searches with the right pages, building on the website copy Emma has written.

AI answers / make the estate easier to understand

Structure clear, consistent information about Fairoaks, its accommodation and approved stays. Help AI-led discovery tools understand what the estate offers and when it is relevant, without promising inclusion in their answers.

Google Business Profile / strengthen local discovery

Manage accurate business information and relevant updates on the profile. Help people discovering Fairoaks through Google Search and Maps understand the estate and take the next step.

Both packages. Work with the completed website, not an assumed rebuild or wholesale rewrite.

FULL MARKETING PARTNERSHIP / CONTENT & SEASONAL PLANNING

Give people a reason to picture their stay.



A seasonal campaign plan

Choose the audiences, available dates and approved stay ideas to promote, including dog-friendly family breaks. Connect website messages, social content, advertising and email around one clear reason to enquire.

Ongoing content needs its own plan

Build on the existing website story with an ongoing Bamsh content plan. Agree creation, adaptation and publishing responsibilities, including how photography, imagery and reels will be supplied.

Content formats, channels, production responsibilities and volumes are confirmed in the agreed delivery plan. Filming or reel production is scoped separately.

FAIROAKS BARNS

CAMPAIGNS & ADVERTISING

Find new guests. Bring visitors back.

Seasonal campaigns / make the stay relevant

Build campaigns around dog-friendly family breaks, corporate stays or quieter dates. Connect dog-friendly search messages, social stories and relevant ads. Promote only the dog arrangements and stay details Fairoaks confirms.

Acquisition ads / reach people who do not know you

Full Marketing Partnership adds new-audience advertising management. Put the right stay idea in front of suitable people, test messages and targeting, then improve the campaign using recorded interest and enquiries.

Remarketing / earn another look

Both packages include remarketing-ad management for eligible past visitors. Show a relevant reminder after their first visit, subject to consent and audience size. Full Marketing Partnership connects it to the wider campaign plan.

Option 1 includes up to £500/month media. Option 2 media is separate; £300/month total is suggested.

FULL MARKETING PARTNERSHIP / GUEST EMAIL & SUPPORTING OUTREACH

Keep the relationship. Create another reason to stay.

Newsletters / keep Fairoaks in mind

Set up agreed CRM contact fields and useful audience groups. Plan approved newsletters that share relevant estate news and stay ideas with people who have permission to hear from Fairoaks.

Offers, repeat stays & cross-sell

Send relevant offers to suitable past guests, using the information available. For example, a corporate guest could be offered a dog-friendly family winter-weekend stay. This is an illustration to approve, not a confirmed Fairoaks offer.

Outreach / a supporting route to new demand

Use the dog-friendly welcome as a reason to approach holiday specialists, walking-holiday organisers and dog-focused communities as potential referral partners. Add suitable corporate organisers and retreat hosts. The aim is relevant guest stays, not link collecting.

Fairoaks keeps its booking process. Guest email uses agreed contact data, consent and email allowances; any additional follow-up workflow is agreed separately.

FAIROAKS BARNS

THE PRESENTATION'S PACKAGE IDEAS

Bigger occasions. Better-value stays.

Wedding estate packages — **£20k–£30k**

Three-day estate package target.

Corporate retreats — **£10k–£15k**

Two- or three-day retreat target.

Wellness retreats — **£8k–£12k**

Full-board retreat target.

Luxury group weekends — **£5k–£7k**

Exclusive-use group-stay target.

Your presentation's target package values guide the audiences and campaigns we suggest. They are not achieved averages or a booking forecast. Campaigns use the packages and available dates Fairoaks approves.

REPORTING BUILT FROM REAL RECORDS

See the enquiry. Follow the outcome.

01 What Bamsh delivers

Monthly record of search and local improvements, campaigns and, in Full Marketing Partnership, published content, outreach and CRM work.

02 Enquiries we can capture

Connected forms can record the stay type, requested dates and campaign source. Use an agreed enquiry log or supported CRM connection. Other routes need a team update or import.

03 Bookings Fairoaks confirms

Fairoaks supplies confirmed bookings, value, stay dates and any later cancellation through an agreed log or export. A CRM booking pipeline is optional, not assumed.

We will not label an enquiry as qualified, a click as a booking, or missing revenue as zero.

FAIROAKS BARNS

A MONTHLY MARKETING REVIEW

Clear evidence. Clear next actions.

What the report will show

Work completed, recorded enquiries, their interests and requested dates, plus qualified opportunities and confirmed booked value where Fairoaks has supplied those outcomes. Full Marketing Partnership also shows campaigns, content, guest emails and supporting outreach.

Where the information comes from

Bamsh configures agreed enquiry fields, tagged campaign links and supported tracking. Fairoaks supplies suitability, booking status and value. Phone, agent and existing-system bookings need a team update or compatible export to enter the same picture.

A review that guides the next campaign

Review which messages and channels bring suitable interest, which dates attract demand and what to improve next. Identify known, assisted and unknown sources. Missing booking updates remain clearly marked, not silently estimated.

Initial setup includes a tracking/data map. Automated booking imports depend on verified system compatibility.

A PRACTICAL SEQUENCE

Connect the marketing. Then build momentum.

Month 1 / Focus & foundations

Agree priority audiences and dates with Fairoaks. Check the live website’s search foundations and enquiry tracking. In Full Marketing Partnership, agree ongoing content responsibilities, consented email audiences and the first seasonal campaign.

Month 2 / Launch & learn

Launch suitable remarketing once consent and audience requirements are met. Full Marketing Partnership also launches the agreed content plan, new-audience advertising and suitable guest email activity. Supporting organiser outreach follows the agreed priorities.

Month 3 / Improve & expand

Review which messages attract suitable enquiries and which turn into booked stays. Improve campaign targeting, content and guest email messages, then agree the next seasonal priority. Where booking updates are missing, make the gap visible instead of presenting guesses as results.

WORKING TOGETHER

One team. Clear responsibilities.

Bamsh / the agreed growth work

Search, local visibility and remarketing-ad management in both packages. Full Marketing Partnership connects seasonal campaigns, acquisition ads, the agreed ongoing content plan, CRM guest email marketing and supporting outreach.

Emma / existing website content

Emma’s website content gives us the Fairoaks story to build on. We apply search expertise to that work and seek approval for material changes. Bamsh’s ongoing social content and production responsibilities are confirmed in the agreed delivery plan.

Fairoaks / the guest experience

Choose which stays and dates to promote, approve messages and handle the guest conversation. Supply booking outcomes through an agreed log or export, and approve the use of guest data for relevant emails. Booking automation is not a condition of this plan.

OPTION 1

FULL MARKETING PARTNERSHIP / RECOMMENDED

Your complete marketing partner.

MONTHLY PACKAGE

£1,700 + VAT

Includes up to £500/month advertising budget.

SEO / be found in relevant searches

Improve technical health, page structure and search presentation so suitable guests find the right stay on the existing website.

AI answers / explain why Fairoaks fits

Make the estate's accommodation and approved stays clear and consistent for AI-led discovery. No answer placement is guaranteed.

Google Business Profile / stand out locally

Manage accurate profile information and relevant updates so people finding Fairoaks on Search and Maps can see its appeal and enquire.

These foundations support the seasonal campaigns, advertising and guest marketing on the facing page.

FULL MARKETING PARTNERSHIP / THE WIDER DELIVERY

One connected plan. More ways to create demand.

Seasonal campaigns

Plan audiences, dates, stay ideas and messages, giving quieter periods a stronger reason to book.

New-audience ads + remarketing

Manage acquisition ads to reach new people and eligible remarketing ads to bring interested visitors back.

Ongoing social content plan

Connect Bamsh's agreed content planning, creation, adaptation and publishing to the campaigns and audiences.

CRM newsletters, offers + repeat stays

Use permission-based guest email to share news, bring past guests back and cross-sell relevant stays.

Supporting organiser outreach

Use the dog-friendly angle with potential holiday and walking partners, alongside corporate organisers and retreat hosts.

Measurement + monthly improvement

Review delivered work, recorded enquiries and supplied booking outcomes. Improve the next campaign.

Content formats, production, volumes, outreach and email allowances are confirmed in the delivery plan. Booking workflows are optional. Bookings and revenue are not guaranteed.

OPTION 2

SEARCH & REMARKETING

Be found.
Bring them back.

MONTHLY SERVICE FEE

£800 + VAT

Advertising spend is separate.

Search + AI + local visibility

SEO, AI-answer optimisation and Google Business Profile management, applying technical expertise to the existing site and Emma's content. Help people already looking understand why Fairoaks fits their stay.

Remarketing-ad management only

Manage relevant follow-up ads to eligible previous visitors. This does not include new-audience acquisition-ad management, ongoing social content, organiser outreach or CRM guest email marketing, which belong in Full Marketing Partnership.

Suggested separate remarketing budget: £300/month total.

All prices exclude VAT. Media recommendation depends on eligible traffic and campaign requirements.

FAIROAKS BARNS

CHOOSE THE LEVEL OF MARKETING SUPPORT

A focused foundation.
Or one connected partner.



Search & Remarketing

Be easier to find, then reconnect with eligible visitors who have already shown interest. Monthly search, campaign and recorded-enquiry review, using the information available.

Full Marketing Partnership

Add seasonal campaigns, new-audience ads, the agreed ongoing content plan, CRM guest emails and supporting outreach. Recommended when Fairoaks wants one partner to connect the marketing around the stays it wants to attract.

OPTION 1

FULL MARKETING PARTNERSHIP / RECOMMENDED

Create new demand.
Build repeat stays.

£1,700 + VAT / month

Includes up to £500/month advertising budget.

THE CONNECTED MARKETING PARTNERSHIP

- ✓ SEO / relevant search visibility
- ✓ AI-answer optimisation
- ✓ Google Business Profile management
- ✓ Remarketing-ad management
- ✓ Seasonal campaign planning
- ✓ New-audience acquisition-ad management
- ✓ Ongoing social content plan*
- ✓ CRM setup for guest email audiences*
- ✓ Newsletters & relevant offers*
- ✓ Repeat-stay & cross-sell campaigns*
- ✓ Strategic partner & organiser outreach*
- ✓ Measurement & monthly review

A connected plan to attract new guests, bring visitors back and encourage another stay.

*Delivery plan confirms content formats, production, volumes, contact consent, outreach and email allowances. Booking workflows optional.

OPTION 2

SEARCH & REMARKETING

Search visibility.
A second chance to enquire.

£800 + VAT / month

Media separate. Suggested budget: £300/month total.

THE SEARCH & REMARKETING FOUNDATION

- ✓ SEO / relevant search visibility
- ✓ AI-answer optimisation
- ✓ Google Business Profile management
- ✓ Remarketing-ad management
- — Seasonal campaign planning
- — New-audience acquisition-ad management
- — Ongoing social content plan*
- — CRM setup for guest email audiences*
- — Newsletters & relevant offers*
- — Repeat-stay & cross-sell campaigns*
- — Strategic partner & organiser outreach*
- ✓ Measurement & monthly review

Includes the shared foundations above. A grey dash means this activity is not included.

Both packages work with the existing website. All prices exclude VAT; no bookings or revenue guaranteed.

THE PEOPLE BEHIND YOUR PLAN

Clear reasons.
Clear communication.

The people behind your marketing: search, campaigns, content, CRM and clear day-to-day communication.



Martyn
Founder & Director



Becci
Managing Director



Lovey
Project Manager



James
Paid Media Manager



Paris
Social Media Manager



Hammad
Web Development



Orion
Video & Visuals



MJ
CRM Executive



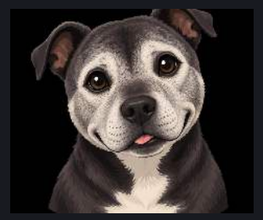
Ernesto
CRO Manager



Robin
PA to Directors



Katie
Commercial Photographer



Breeze
Chief Happiness Officer

The full Bamsh team, as shown on bamsh.co.uk. Delivery assignments and production capacity are agreed in scope.

THANK YOU, FAIROAKS TEAM

Make the next chapter distinctly Fairoaks.

Thank you for sharing your estate, your plans and the ambition behind them.

Our customer promise

Explain the work in plain English. Show what was delivered, what enquiries and confirmed bookings followed, and what we will improve next. Keep you informed without making you decipher the numbers.



Becci, Martyn & the Bamsh team

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