

PINAKI COMFORT STAY

360° SALES & MARKETING PITCH DECK

Brand Understanding - Where Pinaki Stands Today

- 'Home Away From Home' for business travellers, families & long stays.
- Strong website and presence across Instagram, Facebook, LinkedIn & YouTube
- Well-maintained serviced apartments in prime Mumbai locations

- Gap: Marketing builds awareness but does not aggressively drive conversions

Key Problems Identified (Sales & Marketing Gaps)

- Low call-to-action visibility across digital platforms
- Content highlights property but not guest experience
- Lack of storytelling, urgency & emotional connect
- No strong on-ground recall near properties

Core Strategy – Digital + On-Ground Growth

- Funnel approach: Awareness → Engagement → Lead → Visit → Booking
- High-recall digital campaigns supported by local offline visibility
- CTA-led communication focused on bookings
- Blend of emotional storytelling & practical convenience messaging

Social Media Strategy & Campaigns

- Content pillars: Lifestyle, walkthroughs, testimonials, offers & local connect
- Posting plan: 4 to 5 reels/week, daily stories, LinkedIn corporate posts
- Campaigns: #AamchiMumbai , #ComfortWithoutCompromise & #YourMumbaiStaySorted
- Objective: Reach, engagement and qualified booking inquiries

Reels & Content Execution

- Reel 1: A Day at Pinaki - Mumbai chaos outside, comfort inside
- Reel 2: Why Guests Choose Pinaki - trust, location & amenities
- Short, authentic, high-retention video format
- Clear CTA on every reel: Book Now / WhatsApp / DM

On-Ground Activation, KPIs & Impact

- Billboards & standees near stations, offices, hospitals & airports
- KV Messaging: 'City of Dreams. Stay in Comfort.'
- On-ground booths, QR bookings & corporate tie-ups
- Result: Higher recall, direct bookings & premium brand trust



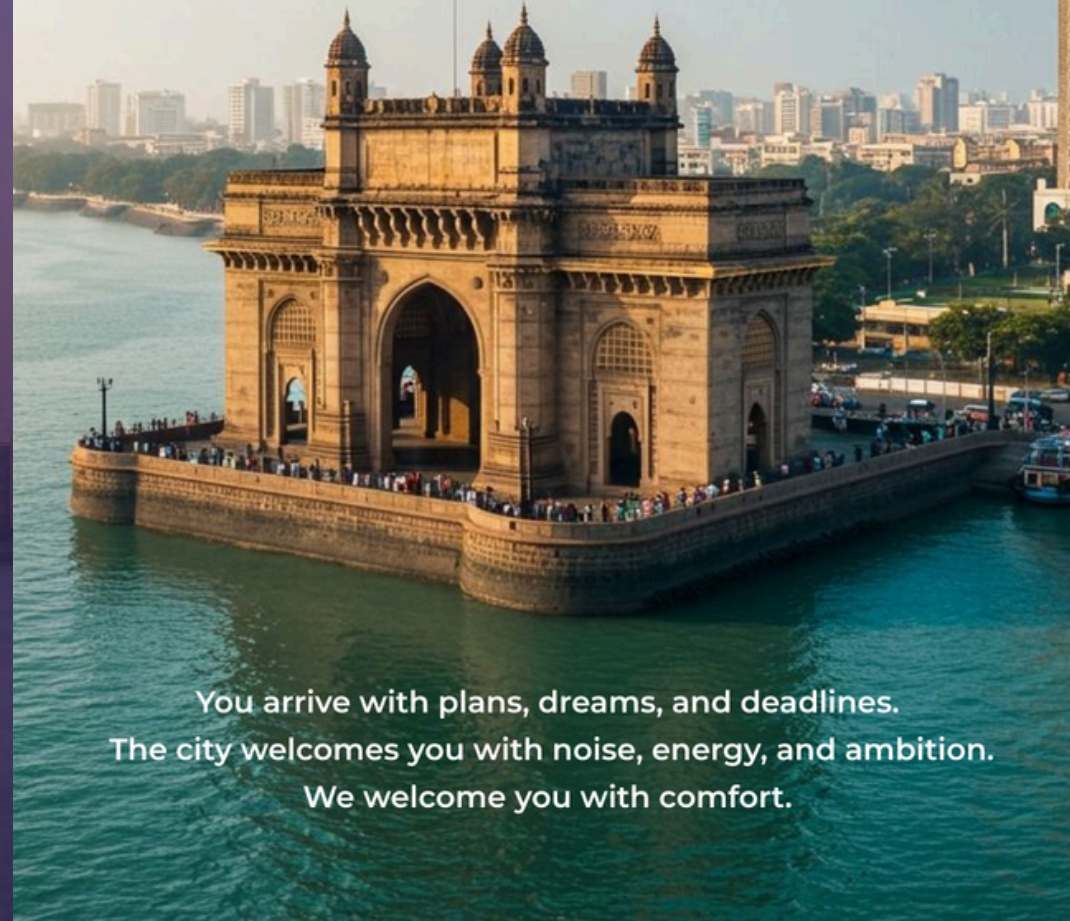
आमची *Mumbai*

You arrive with plans, dreams, and deadlines.
The city welcomes you with noise, energy, and ambition.
We welcome you with comfort.



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An aerial photograph of a long bridge spanning a large body of water at dusk. The bridge has multiple lanes and is supported by numerous piers. In the background, a city skyline is visible under a purple and blue sky. The text "THANK YOU!" is overlaid in the center in a white, serif font.

THANK YOU!
