

ACORN INTERNET SERVICES, INC.

2018 Service Plan Options

Question: What is the Advantage Plan and how can it help me?

Answer: Acorn's Advantage Plan is a bundled pricing option that includes the following services:

- As an Advantage Plan member we will work with you to understand and record your individual business profile.
- Using your profile, when changes happen in our industry, we'll know which changes specifically effect you and will alert you about the ones you need to know about, so that you may take action.
- Not all changes affect all Innkeepers, and we know your time is valuable, so our Advantage Plan is customized for your own specific business profile. It is our intent to identify and extract the information regarding such changes pertinent to your specific business.
- And, if you have any questions, either by phone or Email, discussion and follow-up is included in the Advantage Plan, within reason.
- This expert knowledge will help you understand and then address the situation in a timely manner, allowing you to successfully maintain and grow your revenue.
- Your participation in this plan allows Acorn to continue to devote significant resources to stay ahead of the curve and on top of industry changes that effect your online presence, marketing, etc. thus providing you the ability to react in today's environment of incredibly fast paced changes that will affect your bottom line.

Note: Resulting work to implement, install, code, test or update your web presence will be bid, assigned and billed as it always has, at the same rates you paid in 2017 through December 31, 2018, and is not included in the Advantage Plan pricing.

The topics listed below include, but are not limited to a few of the details we need to know about your individual business structure.

Responsive Mobile Design?

Local Schema?

GMB Account?

DNS Company

- E-Mail Contacts?

- Renewal Dates?

Niche Participation?

Inn for Sale?

Google Analytics?

- Classic vs. Universal?

- E-Commerce?

- UA Number?

Google Analytics Access?

Reservation Company?

OTA and GDS participation?

- Which ones?

- Via whom?

Search Console?

PPC (Pay-Per-Click)?

National Memberships?

Social Media Participation?

TripAdvisor participation level?

Yield Management?

Newsletter system?

Blog system?

Question: Do I have to choose an Advantage Plan Level to continue using Acorn IS services?

Answer: No. We realize that Acorn Internet Services supports a variety of client types. Some who may not want or need to use our Advantage Plan. We do not want to force our new Advantage Plan services on a client who won't be in a position to benefit from them. Therefore we are keeping in place a PAYG (Pay-As-You-Go) plan, with similar pricing to 2017, for those *small or limited service needs* clients through 2018, with the following exceptions:

- In order to maintain the \$75 an hour Support Work Request pricing (15 minute minimum), Support Tickets **must** be logged directly into our Billing Orchard Support System. The link to submit a support ticket is on our Website. <https://acorn-is.com>
- Billing issues such as credit card related updates, etc. will be handled at no charge.

- Reporting and resolution of any website or Email down situation due to server issues may be reported at no charge. This “no charge” reporting does not include website or Email down issues due to any client related factors, such as forgetting to renew your domain name, or losing your Email password, etc.
- These and all other phone or Email requests made to any team member will be billed at \$100 an hour (15 minute minimum) with no exceptions.
- At any point, you may choose to upgrade from the PAYG “Pay-As-You-Go” option to the Advantage Plan option where phone, E-mail requests and inquiries, within reason, are included in the monthly Advantage Plan fees.

Note: All requests that require work be done to implement, install, code, test or update your web presence will be bid, assigned and billed as it always has, at the same rates you paid in 2017 through December 31, 2018. We do recommend that PAYG clients consider paying for a yearly SEPPIR, Search Engine Placement Problem Identification Report, as you won’t be aware of issues when they arise. Though for most clients, this is not an optimal solution. Managing your web presence monthly as part of an Advantage Plan level is the best way to keep on top of ongoing changes for our clients wishing to grow or maintain their revenue.

Advantage Plan Best Fit Recommendations

Level 1

Hosting / WordPress / Email

++ PLUS ++

Advantage
Plan

Best Fit Acorn Client?

- A Hobby or Lifestyle Inn that still needs to produce Inn Revenue.
- A non-lodging client that wants to stay on top of any related items to their specific online web presence.

Level 2

Includes ALL Level 1 Services

++ PLUS ++

Acorn
University

Best Fit Acorn Client?

- An Innkeeper or business owner who wants to manage their own marketing strategy, without the hands-on support of our MarketWatch program, and needs to be aware of changes impacting their individual business structure.

Level 3

Includes ALL Level 2 Services

++ PLUS ++

Monthly Market Watch
Monitoring

Best Fit Acorn Client?

- An Innkeeper or business owner that wants expert assistance and monthly monitoring regarding their online marketing strategy, via our MarketWatch monitoring, revenue tracking and review program.

Advantage Plan Bundled Pricing Explained

The Math

- WordPress Maintenance is billed at \$15 a month
- Website Hosting is billed at \$20 - \$30 a month
- Email Hosting is billed at \$1 to \$3 per email account per month

The average client currently pays between \$35 and \$45 a month for these three services. Therefore we settled on a flat \$40 a month for the “Server” portion of the Advantage Plan pricing. We then added \$2 a day. \$60 a month. The average of ½ of 1 room night per month. *Or whatever comparison our non-lodging clients can best relate to \$60 a month.*

Armed with the knowledge based on all this research we do, Innkeepers make that \$60 a month back, and so much more, simply by putting our research and suggestions into action.

Case Studies where our expert advice would have paid for the Advantage Plan in <1 month.

- **Case Study 1:** The Innkeeper employed a Yield Management Strategy (increased \$1K - \$2K in first month of use)
- **Case Study 2:** Innkeeper adjusted from a 2 night to a 1 night minimum at end of their season, announced this special with their Newsletter and posted a special on an OTA. (increased \$1,700 in < 1 week)
- **Case Study 3:** Received free advice on the OTA / BedandBreakfast.com webinar, adjusted their Trip Connect in TripAdvisor and OTA listing availability for better visibility. (increased \$3K < 2 weeks)

Level 1 – \$99 a month

Level 1 is for Innkeepers and Business Owners who want individualized web presence attention and support.

The Math

- \$40 a month for the “Server” portion of the bundle
- \$60 a month for the “Service” portion of the bundle

Level 2 – \$125 a month

Level 2 is for Innkeepers and Business Owners who want individualized web presence attention and support in addition to participating in Acorn University Education.

The Math

- In 2017 Acorn University was billed at \$299 a year for Acorn Internet Services clients.
- Level 2 is \$25 more a month than Level 1 in order to cover Acorn University membership. ($\$299 / 12 = \25)

Level 3 – \$325 a month

Level 3 is for Innkeepers and Business Owners who want individualized web presence attention and support in addition to participating in [MarketWatch](#).

The Math

- In 2017 MarketWatch was billed at \$199 a month.
- This included 1.5 hours for data gathering and 1 hour phone conversation for marketing strategy discussion, review and action items assignment.
- Level 3 is \$199 more a month than Level 2 in order to cover monthly MarketWatch in addition to the Acorn University membership included in Level 2.

Advantage Plan Pricing At a Glance

| Level 1 | Level 2 | Level 3 |
|---|--|---|
| Hosting / WordPress / Email ++ PLUS ++ Advantage Plan | Includes <u>ALL</u> Level 1 Services ++ PLUS ++ Acorn University | Includes <u>ALL</u> Level 2 Services ++ PLUS ++ Monthly Market Watch Monitoring |
| \$99 / month | \$125 / month | \$325 / month |

Billing Frequency

Billing of the [Advantage Plan](#) will remain on a quarterly cycle, in arrears, as we have always done.

Why Now?

Acorn has always and will continue to place the utmost importance on Innkeeper Education. In 2017 we have found ourselves in the un-funded time intensive situation of investing a thousand plus hours of research and investigation on various topics impacting our clients. **We want to remain committed to this investment so that we may continue to provide you expert advice with which you can make better marketing decisions, and thus more revenue.** However, we cannot continue to provide this invaluable and expert information as a benefit to you without the support and funding from our clients. This process is not a new one. What has changed is the volume of topics, the time investment and the speed of these changes happening in our industry. **Thus the creation of our new [Advantage Plan](#) options.**

How will we be able to do this?

We are investing in additional infrastructure at Acorn through our new custom developed **Acorn Client Dashboard** that we have built for the sole purpose of providing more individualized service, more effectively than we already do. With the goal of saving you time, making sure you are able to proactively take care of your marketing and web presence in order to keep your business at the forefront of the industry, thus maintaining and/or growing your revenue.

ACORN CLIENT DASHBOARD

[PROFILE](#)[CALENDAR](#)[BLOG](#)[ACORN U](#)[MARKET WATCH](#)[MARKETING SERVICES](#)

Your Inn Name

[Edit Profile](#)

Client ID:

Status: Active

Client Type: Client

Service Type: Regular

Service Plan: Level 3

Client Contact

Owner Name:
Manager Name:
Owner Since:
Number of Rental Units / Rooms?
Property Type: [Bed & Breakfast](#)

Address:
City:
State:
Zip:
Country: [USA](#)

Email (Billing 1):
Email (Billing 2):
Email (Billing 3):
Email (Newsletters 1):
Email (Newsletters 2):
Email (Newsletters 3):
Email (Emergency):

Telephone (Business):
Telephone (Toll Free):
Telephone (Cell):

Business Classification: [Lodging](#)

Domain Registration

Website Information

Web Address:
Blog URL:
Blog Type: [WP on Site](#)
Website Type: [Tables](#)
Mobile Site Type: [Responsive](#)
Designed By: [Acorn](#)
HTTPS: [Yes](#)
HTTPS Live Date: [10/06/2016](#)

New Site Development

Site Currently in Development: [Yes](#)
Project Manager: [Keri Young](#)
Date of Approved Bid/Handoff to PM:
Coming Soon Page? [No](#)
Design Type Bid: [Standard](#)
Design Type at Go-Live: [Standard](#)
Design Theme: [Acorn One Classic](#)
Go Live Date: [10/27/2015](#)
Project Folder Location:

General Reporting

SEO Review Completed: [Yes](#)
Date(s) of SEO Review Report: [Yes](#)
Location of SEO Review Report(s):
SEO Refresh Completed: [Yes](#)

Client Services

Limited Services: -
Acorn Web Hosting: [No](#)
Acorn WP Maint: [No](#)
Acorn Email Hosting: [No](#)
IAK Intell-a-Keeper Customer: [No](#)
IAK Start Date: [12/28/2009](#)
IAK Customer ID #:
IAK Access Code:

Go Trippin Client: [0](#)
Recipe Plugin: [No](#)

Get 5 Stars: [No](#)
Get 5 Stars Start Date: [02/13/2014](#)

Buffer Installed: [No](#)
Date Buffer Installed:

JetPack Installed: [No](#)
Date JetPack Installed:

Newsletter Program:

Marketing / Monitoring Options

Marketing Services: [No](#)
Market Watch Monitoring: [No](#)
Yield Management Implemented: [No](#)

The Acorn Client Dashboard

All Acorn Internet Services clients will have a Login and Password to access the Acorn Internet Services Client Dashboard. The level of content you will be able to access will be based on your chosen service level.

- Level 1 [Advantage Plan](#) (Profile, Calendar and Blog)
- Level 2 [Advantage Plan](#) (Profile, Calendar, Blog and Acorn University Access)
- Level 3 [Advantage Plan](#) (Profile, Calendar, Blog, Acorn University Access and MarketWatch Access)
- [PAYG](#) – Pay as you Go (Profile Only)

Note: Marketing Services that we provide (Blog writing, Newsletter production, PPC, Social Media, etc.) will be purchased separately, and are not included in any [Advantage Plan](#) level. If you choose to have Acorn IS create and execute a marketing plan for your business, then access to this marketing information will be included as an additional tab in your Acorn Client Dashboard.

The Dashboard Calendar / Blog will be updated with all alerts shared with Advantage Plan clients.

- You will not receive *Specific Issue* alerts regarding topics you do not participate in. IE: Topics not identified in your profile.
- This will keep down on the influx of updates you need to deal with, as that you are only being sent *Specific Issue* alerts that impact your individual business profile.
- You will receive *General* alerts regarding topics that you may or may not already participate in as potential revenue generators, for your consideration.
- The advantage of the Dashboard Calendar is that you can see specific profile related issues that other clients are dealing with, even if it doesn't apply to you, as it could apply to you in the future, as your marketing plan strategy changes.

What happens when a topic requires further detailed discussion ?

When a topic being shared needs discussion beyond our Email alert and corresponding Blog post (*IE: written documentation on the issue*) we may choose to:

- Call and discuss the issue on the phone (typically if it's an individual issue)
- Create a Video regarding the issue for Advantage Plan member access only.
Note: these Advantage Plan videos will not be part of our existing Edubytes program, which is available to the general public.
- Hold a Webinar (if the issue impacts multiple clients or is particularly complex)

What happens if you still have questions about a particular topic?

- Advantage Plan members will be able to Email and speak to Acorn Team members at no additional charge, within reason.

How is the Advantage Plan different than the FFA (Free-For-All) Webinars?

Our quarterly FFA (Free-For-All) program was the result of Acorn University services moving from a Free to a Paid subscription years ago. Innkeepers who had enjoyed our Free training, but didn't want to pay for Acorn University, asked that we continue to offer a Free quarterly session for all of the industry. Thus, these Free webinars were originally designed to be a high-level discussion covering a timely, general topic related to our industry. Over time they have evolved into detailed education. This is changing in 2018. As of January 2018, our FFA's will be returning to their roots. We will be moving back to overview, awareness and basic trends. The detailed FFA's of the most recent past will continue to be available only under the Advantage Plan program, and will be presented as needed for any participants in Level 1, 2 or 3. FFA topics are not to be confused with Acorn University participation.

How is the Advantage Plan different than Acorn University?

Acorn University was designed and created to teach the skills and provide the support needed for Newbie, Aspiring and Experienced Innkeepers to undertake or assign and monitor marketing tasks. In addition, we will continue to offer our monthly Club 60 class to share high-level, changing trends in our industry that happened in the previous month. Our monthly Q&A sessions will continue to be available for Acorn University members to ask any technical questions, receive answers and learn from each other. Acorn University was, and is not designed to handle the increased volume of various topics requiring in-depth research that we found ourselves addressing during the 2017 calendar year.

How is the Advantage Plan different than the public Acorn IS Blog and General Newsletters?

Starting in 2018, our public Newsletters and Blog articles posted on our website will concentrate on high-level concepts, success stories, new client sites, and general announcements, etc. We will no longer be providing in-depth levels of valuable information for the general public to use.

How is the Advantage Plan different than MarketWatch?

MarketWatch is designed to be a monthly monitoring tracking program where we report to the client the results of their marketing strategy. Currently we track a variety of established marketing related items, both on and off the Inn's website. We gather Google Analytics E-Commerce data (IE: where your bookings are coming from) along with a client's OTA bookings. This data is then used to compare against the cost paid for these bookings. All of this is done on a monthly basis, allowing us to identify both positive and negative booking trends and adjust accordingly. This 30 day strategy allows the Innkeeper to capitalize on the positive and address the negative before too much time passes, and revenue is lost. The cost for the program covers 1.5 hours of data gathering and analysis per month, and a 1 hour phone call to go over the results for the month. Our MarketWatch monitoring program was and is not designed to handle the volume of topics requiring in-depth research that we found ourselves addressing during the 2017 calendar year.

How is the Advantage Plan different than our Marketing Program Options?

We offer a variety of Marketing services that you can choose to have us do for you instead of you doing them yourself. Included below are a list of various Marketing Program services we provide to our clients. There is no such thing as a one-size-fits-all program. We look at your individual needs, and design your Marketing Program specifically for you. Marketing Programs are bid and billed separately and are not included in the Advantage Plan paid level options.

- Adwords (Desktop, Mobile, Maps)
- Newsletters
- Blog Posts
- YouTube
- Social Media Posts
- Re-Targeting
- And these are only a few of the marketing options most frequently used by our clients.

Extras and One-Offs

- IAK (Intell-a-Keeper) Clients – Add \$10 a month to your Advantage Plan Pricing (IAK)
- Non WordPress Clients – Deduct \$15 a month to your Advantage Plan Pricing (Lite)

5% Pre-Payment Options

- For 2018 we will be offering 5% on more than just Web hosting, WordPress Maintenance, Email and IAK as we did in 2017.
- Our new Advantage Plan will also include a 5% savings on Acorn U and MarketWatch programs if you prepay by January 16, 2018 for the whole year.
- The 5% Pre-Payment option also still applies to our PAYG (Pay-As-You-Go) plan as it did in 2017.

Other Changes to Note

First: Acorn University subscription pricing will be adjusted to \$499 a year for Innkeepers who choose the PAYG (*Pay as you Go*) level. Otherwise it will maintain its same 2017 pricing when purchased as part of the Advantage Plan Level 2 or 3 throughout December 31, 2018.

Second: MarketWatch reporting will no longer be offered as a quarterly, bi-annual or annual service, and will only be available as part of the Advantage Plan Level 3 on a monthly basis.

- All non-monthly MarketWatch reports will be removed from our MarketWatch program as of January 1, 2018.
- This option is being replaced with a similar service for non-monthly reporting.
- This new report may be requested as a “Web Presence Health Evaluation” under the Rescue and Recovery tab on our Acorn IS site.

So what is the bare minimum that Innkeepers need to do today to compete successfully?

Responsive Web Design that stays current with Google Guidelines #1

Professional Web, Email and Secure Hosting on a Reputable Server #2



NEWS

- Blog Weekly
- Semi-Monthly Newsletters
- Weekly Social Media Posts

Monthly Marketing Plan #3

Monthly Monitoring Plan

Monthly review of current strategy, update action items, adjust Marketing plan as needed on monthly call.

#4

| Part 9: Online Bookings thru Website Per Month | assisted conversions to date | cost per year | total year to date | Jan | Feb | Mar | Apr | May | Jun |
|---|------------------------------|---------------|--------------------|------------|------------|------------|------------|------------|------------|
| Direct Bookings (Google reference underwritten) | 42 | Free | \$14,828.00 | \$1,871.00 | \$2,068.00 | \$1,852.00 | \$1,478.00 | \$2,435.00 | \$1,246.00 |
| Directories | | | | | | | | | |
| -BedandBreakfast.com (demand collection) | 23 | \$2,428.00 | \$13,318.00 | \$1,014.00 | \$1,127.00 | \$1,010.00 | \$860.00 | \$936.00 | \$850.00 |
| -bedfinder.com | 1 | \$206.00 | \$206.00 | \$206.00 | \$206.00 | \$206.00 | \$206.00 | \$206.00 | \$206.00 |
| -kennels.com | 1 | \$240.00 | \$240.00 | \$240.00 | \$240.00 | \$240.00 | \$240.00 | \$240.00 | \$240.00 |
| -kionline.com | 1 | \$124.00 | \$124.00 | \$124.00 | \$124.00 | \$124.00 | \$124.00 | \$124.00 | \$124.00 |
| Local and State Associations | | | | | | | | | |
| - State Associations (all) | 1 | FREE | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| - State Associations (bed and breakfasts only) | 1 | \$276.00 | \$276.00 | \$276.00 | \$276.00 | \$276.00 | \$276.00 | \$276.00 | \$276.00 |
| Regional Associations (only) | 22 | \$537.00 | \$537.00 | \$537.00 | \$537.00 | \$537.00 | \$537.00 | \$537.00 | \$537.00 |
| National Associations | | | | | | | | | |
| - Select Registry | 1 | \$636.00 | \$636.00 | \$636.00 | \$636.00 | \$636.00 | \$636.00 | \$636.00 | \$636.00 |
| - Travel Association (Local) | 1 | FREE | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| TripAdvisor | | | | | | | | | |
| - Business Listing | 3 | \$14.00 | \$42.00 | \$14.00 | \$14.00 | \$14.00 | \$14.00 | \$14.00 | \$14.00 |
| - Trip Connect (CPK) | 1 | \$217.07 | \$217.07 | \$217.07 | \$217.07 | \$217.07 | \$217.07 | \$217.07 | \$217.07 |
| Search Engines | | | | | | | | | |
| - Google (FREE) | 35 | Free | \$379,114.00 | \$6,728.00 | \$6,973.00 | \$9,867.00 | \$9,468.00 | \$5,204.00 | \$6,925.00 |
| - Google (CPK) | 1 | \$1,094.04 | \$1,094.04 | \$1,094.04 | \$1,094.04 | \$1,094.04 | \$1,094.04 | \$1,094.04 | \$1,094.04 |
| - Bing (FREE) | 2 | Free | \$6,968.00 | \$1,632.00 | \$243.00 | \$708.00 | \$1,133.00 | \$1,133.00 | \$1,224.00 |
| - Yahoo (FREE) | 2 | Free | \$3,363.00 | \$995.00 | \$861.00 | \$442.00 | \$442.00 | \$442.00 | \$442.00 |
| - AOL (FREE) | 1 | Free | \$1,908.00 | \$507.00 | \$507.00 | \$489.00 | \$489.00 | \$489.00 | \$489.00 |

Additional Marketing options based on Inn's needs:
OTA, GDS, Adwords (Mobile and Desktop and Maps)
Re-Marketing, Video, Reputation Management

An ongoing Marketing Program has a Price tag

- We know marketing is required to keep ahead in today's market place.
- We also know that to keep up, you will be spending at least \$1K a month with Acorn-- if you are not doing any of the Marketing or Monitoring work yourself.
- Therefore, as an incentive to encourage Innkeepers to invest in marketing their business, and thus improving their bottom line, we are offering a 5% rebate for Innkeepers that spend \$1K a month on work completed by Acorn in 2018.
- This 5% rebate will be applied to your 2019's upcoming marketing program to assist you in maintaining a strong online presence and revenue stream into the future.

Contact Pam Prentice our Marketing Manager at pam@acorn-is.com for more information regarding our Marketing and MarketWatch monitoring programs.

Watch the Video to learn more about our new Advantage Plan options

Contact Annie Buck our Education and Local Manager at annie@acorn-is.com for access.