



EmbraceScotland

'Embrace' The Opportunity Join the ASSC Marketing Community



The Opportunity

As a valued ASSC member, you have the unique opportunity to access marketing support as well as feature on [EmbraceScotland](#), our exclusive marketing platform. EmbraceScotland helps you drive direct, commission-free bookings, promote late availability, showcase special offers, and share inspiring content.

Upgrade to a Marketing Membership to boost your visibility and join our collective effort to highlight the exceptional experiences our community offers. The more members participate, the wider our reach, building a powerful network of ASSC members!

How Much?

Join now for £69 plus VAT annually. This upgrade affords you:

- one webpage listing on EmbraceScotland
- additional exposure across the ASSC and EmbraceScotland platforms by participating in seasonal campaigns
- exclusive monthly marketing emails which are full of news, tips and opportunities
- Access to workshops helping you to optimise your marketing strategy

Got more than one property? No problem. Add additional webpage listings for just £26 plus VAT per page or promote all additional properties in your main listing for £16 plus VAT per property.

We also offer enhanced visibility through our Inspiration Pages* at £15 plus VAT per property per page.

*Our Inspiration Pages are highly popular and cover a range of themes from [Romantic Getaways](#) to [Pet-Friendly](#) and [Coastal Breaks](#). We feature our Contact: Myah Thomas communications@assc.co.uk

Inspiration Pages prominently in blogs, on social media, and in marketing campaigns, ensuring maximum visibility and engagement.

Embrace the Moment and Join in with Our Exciting Marketing Campaigns



Home is Everywhere in Scotland: Find Comfort Wherever You Roam

#HomeInScotland

Sign up now and embrace our campaign supporting more bookings with exclusive marketing support for ASSC marketing members.

As an ASSC Marketing member you will benefit from exclusive opportunities in all marketing campaigns including:

- Featuring in social media campaigns on Instagram and Facebook
- Writing a guest blog
- Contributing to an EmbraceScotland monthly feature blog
- Social Media Takeover

EmbraceScotland Social Media

- [Facebook](#)
- [X](#)
- [YouTube](#)
- [Instagram](#)
- [Website](#)

Contact: Myah Thomas communications@assc.co.uk

To Recap the Benefits of Marketing Membership

 **Marketing Support:** Exclusive marketing newsletters covering an array of topics as well as marketing related workshops (only available to marketing members).

 **Increased visibility for your property:** Reach a relevant audience actively searching for accommodation in Scotland, increasing your chances of attracting potential guests.

 **Direct bookings:** Facilitate direct bookings, allowing you to have control over the booking process and provide a personalised experience for guests.

 **Marketing campaigns:** Feature in EmbraceScotland marketing campaigns. Our recent campaign, "For the Coorie," saw a remarkable 48% increase in users. On social media, we achieved a 299% increase in reach on Facebook and an astounding 1000% surge in content interactions on Instagram.

 **Social Media Exposure:** the opportunity to engage with EmbraceScotland social media platforms with a combined following over 14k

 **Feature Special Offers and Late Availability:** Fill gaps in your calendar by promoting your property as a "[late availability](#)" option for spontaneous bookings.

 **Become a 'Featured Property' on our Inspiration Pages:** Associate your property with [exclusive content](#) that inspires visitors, capturing their interest and encouraging them to choose your property.

 **Trusted Platform:** Gain credibility and trustworthiness by listing your property on a reputable platform within Scotland's Self-Catering Community.

 **Community Connection:** Join a network of like-minded hosts who have all adhered to the ASSC Committed to Quality Scheme

How To Upgrade Your Membership

- You can upgrade your membership at any point; all you need to do is get in touch with Myah Thomas: communications@assc.co.uk who will work with you to create your listing and chat about how you can make the most of your membership.

We can't wait to hear from you! If you want to explore your options or just learn more, don't hesitate to reach out to us directly. We'd love to chat with you!