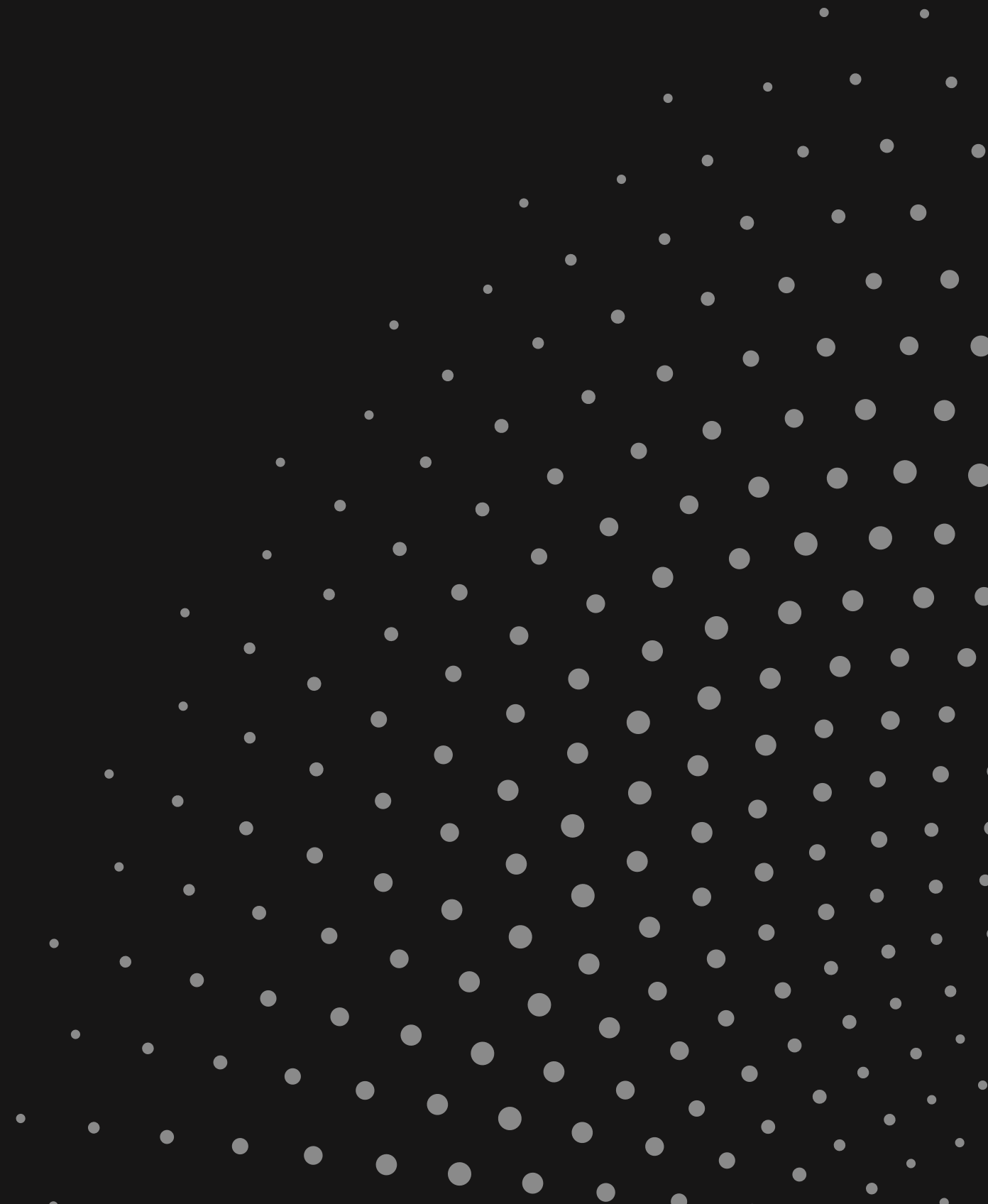


Merakzy

The new regional standard for holiday packages!

Client
Merakzy

Presented by
Antweb



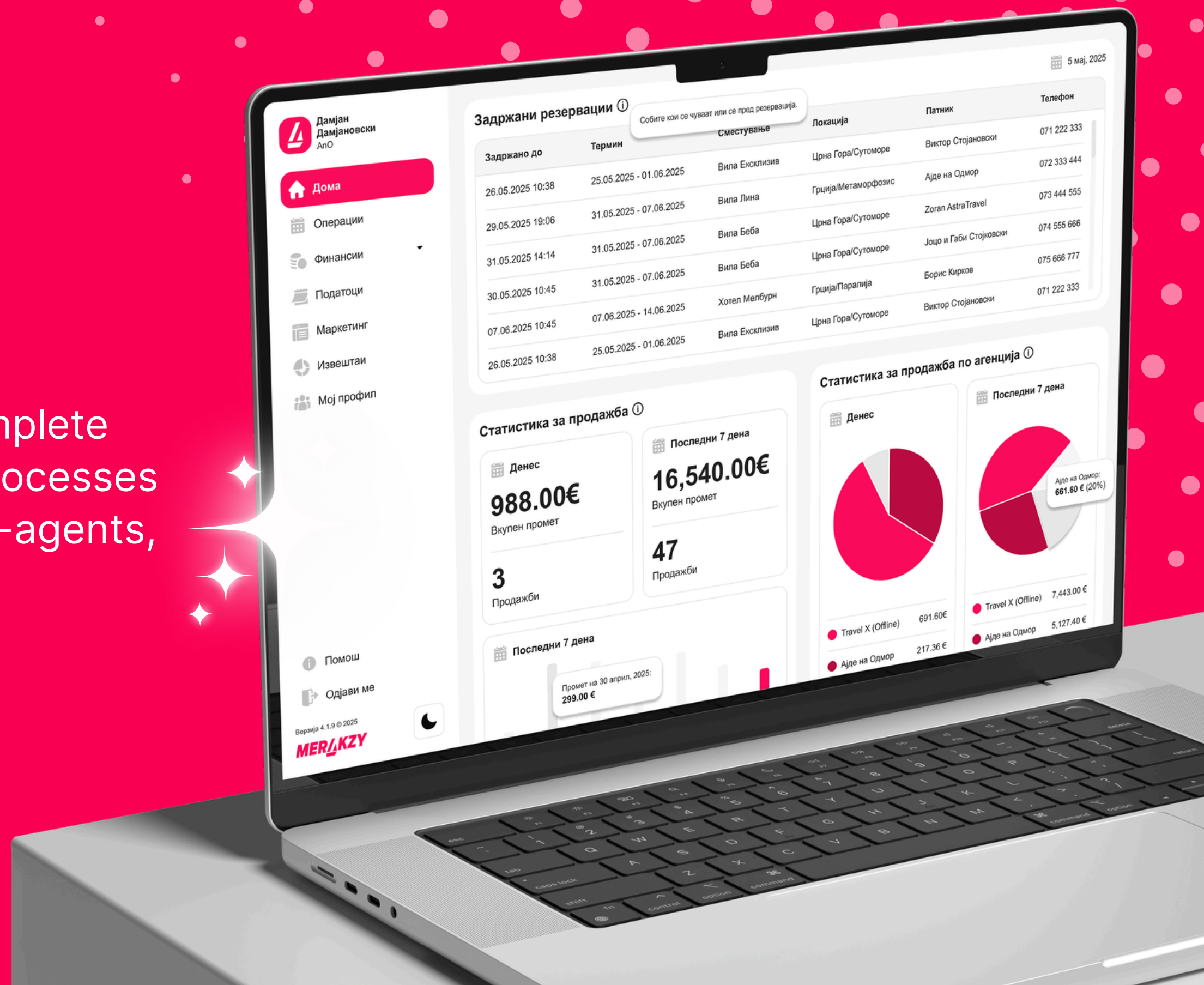
Agenda

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Business Overview

Merakzy is the first web-based software platform in the Balkans for complete management and automation of work processes in travel agencies, cooperation with sub-agents, and online booking of holiday packages.

The key feature is its ability to generate a digital regional database of rooms and holiday packages that are currently unavailable online.



Requirements

1

Brand Book

Create comprehensive guidelines for brand identity and usage.

2

Marketing Strategy

Create targeted initiatives to reach key audiences and agencies.

3

Website

Create the main channel for digital presence and getting in contact.

4

Software UX/UI

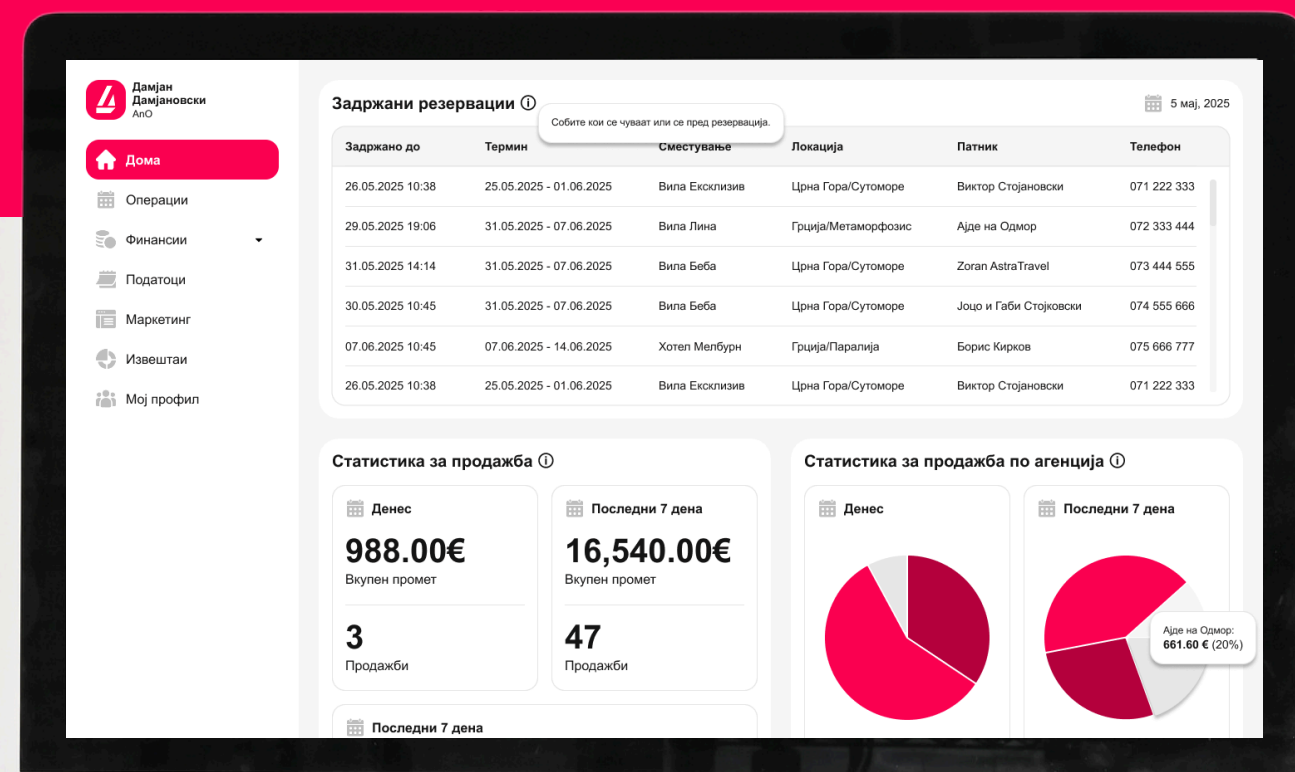
Create an intuitive and engaging user experience design.

5

Generating Leads

Implement strategies to attract and convert potential customers.

Challenges & Objectives



Challenges

- No digital infrastructure
- Slow booking process
- Unsynchronized reseller network
- High overbooking risk
- No regional cooperation system
- Limited reach to foreign B2B partners
- Unsold inventory (rooms)

Objectives

- Establish a digital infrastructure
- Automate booking processes
- Synchronize reseller and sub-agent networks
- Minimize overbooking with real-time data
- Facilitate regional cooperation among agencies
- Expand reach to international B2B partners
- Maximize inventory utilization and sales

Industry Analysis

Competitive Landscape

B2B Competitors

SAN, Softland, TravelCollab

They offer advanced, but limited solutions lacking marketplace functionality, regional collaboration, and cloud-based capabilities.

Merakzy's Competitive Advantage

Last-Mover Advantage

Entering the market late allows Merakzy to learn from competitors, adopt the latest technology, and understand customer preferences.

Monopoly Strategy

Merakzy aims to capture significant market share and dominate the regional travel packages market.

Unique Value Proposition

The only platform in the Balkan region offering both B2B and B2C functionalities for travel packages.

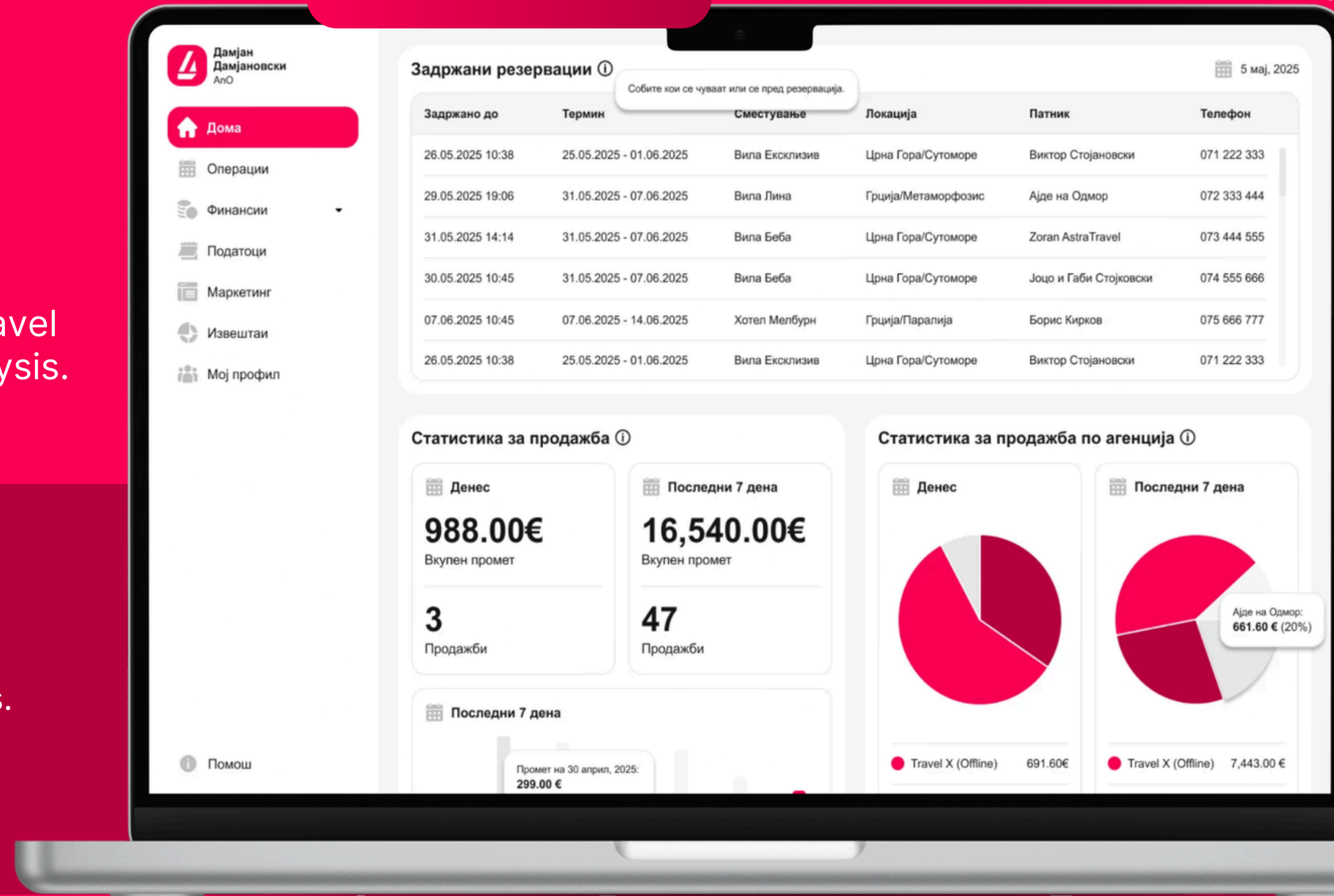
The team has extensive knowledge of the Balkan travel market, including local and regional competitor analysis.

Expansion Strategy

- Establishing a presence in Serbia will enable further expansion into neighboring Balkan markets.
- Facilitating smoother market penetration and growth across the region.



Switch to Merakzy



Merakzy's Key Benefits

Merakzy provides a modern, user-friendly digital platform that enhances online presence, simplifies package presentations, and expands market reach while minimizing operational costs through automation.



Increase in work efficiency
for at least 5x



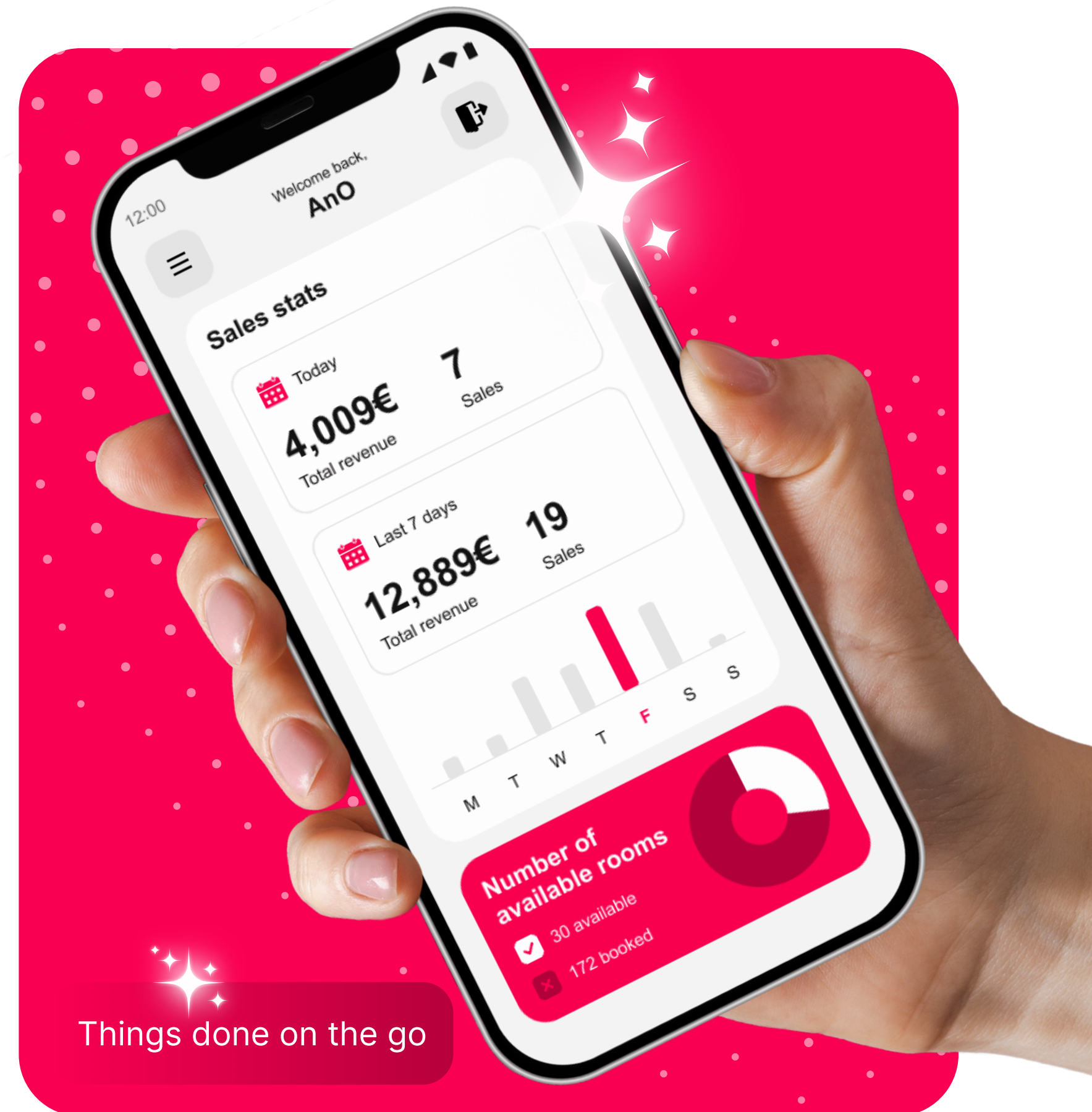
Regional collaboration between
agencies and sub-agents



Reducing operational errors
and labor costs



No risk of
overbookings



The Main Communications Challenge

Travel agencies may be reluctant to switch from familiar platforms, so convincing them of Merakzy's benefits is essential.

Our Approach

Our marketing strategy highlights Merakzy's unique position as a localized solution for both B2B and B2C markets.

We aim to build trust with travel agencies by showcasing our platform's efficiency and collaboration benefits, emphasizing our tailored offerings and cost advantages, and establishing Merakzy as the new regional standard for travel solutions in the Balkans.

Target Audience

Merakzy aims to provide valuable solutions for companies and agents and address their specific challenges to enhance operational efficiency.

Most suitable for:

- Small to mid-sized travel agencies
- Travel sub-agents who rely on primary agencies for inventory
- Organizations and associations that promote cross-border travel
- Owners of rentals in Macedonia for rural tourism



Digital Strategy

SEO and Content Marketing

Create engaging industry-specific content that resonates with current trends and incorporates essential keywords to boost visibility and relevance.

User Experience (UX) Optimization

Enhance the platform's user experience and interface design regularly to ensure smooth and intuitive booking for all users.

Social Media Marketing

Use social media channels like Facebook and LinkedIn to connect with potential users and build a community.

Data Analytics

Leverage analytics tools to monitor user behavior and gain insights that inform our strategies and improvements.

Paid Advertising

Launch focused online advertising campaigns that target specific audiences to maximize reach and engagement.

Mobile Optimization

Make sure the platform is fully optimized for mobile devices, providing a seamless experience for users on the go.

Email Marketing

Craft personalized newsletters for travel agencies, highlighting new packages, features, and updates to keep them informed and engaged.

Promotional Printed Brochures

Create brochures with detailed information about the software, including its main features, the challenges it addresses, and the solutions it offers.

Key Performance Indicators

Our key performance indicators (KPIs) are designed to track success in various areas, including user engagement, platform growth, sales, and customer happiness. We can make more informed judgments and continuously improve our tactics by closely monitoring these KPIs.



Platform
Retention Rate

Ensure a 90% retention rate of travel agencies by the end of 2024



Customer
Engagement Rate

Increase social media engagement by 10% MoM



Revenue
Growth

Maintain a 15% MoM growth rate in B2C revenue from online bookings

Logo

*Ensure a minimum clear space equal to at least the height of the logo from its edge to the nearest visual element, maintaining balance and prominence in all layouts.

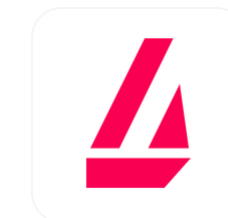
**Minimum size of the logos must be 0.5 inch in width.

MER/KZY

Primary logo



Secondary logo



Color Palette

Our palette matches the brand's character, combining energy and professionalism. Each color is carefully chosen to produce a unified, modern style that improves visual appeal and consistency across all platforms and materials.



HEX: #FA0053
RGB: 250, 0, 83
CMYK: 0, 99, 56, 0

HEX: #B6003C
RGB: 182, 0, 60
CMYK: 20, 100, 73, 10

HEX: #171616
RGB: 23, 22, 22
CMYK: 72, 67, 65, 80

HEX: #EFEFEF
RGB: 239, 239, 239
CMYK: 5, 3, 3, 0

Typography

The typography is specially selected to enhance readability and align with the brand's voice. The chosen fonts balance modernity and professionalism, ensuring clarity and visual harmony across all materials. This consistent use of type helps reinforce our brand identity in every communication.

Aa

Inter Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890

Social Media

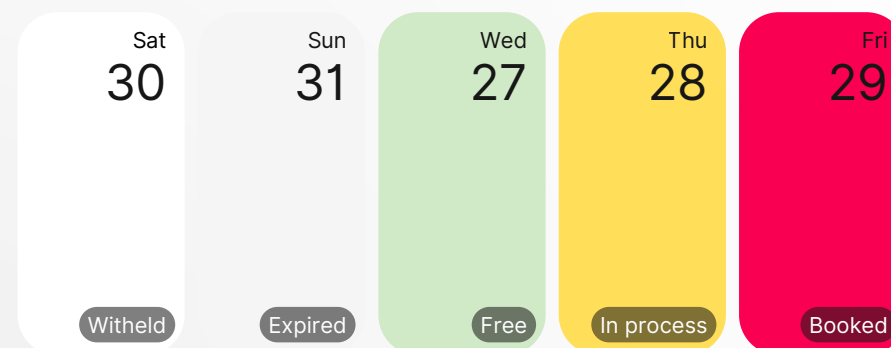


To build and interact with our audience, we prioritize compelling content, brand consistency, and meaningful social media interactions.

Control all your rooms.

Merakzy keeps your network in sync with live room status updates:

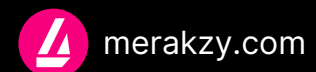
Withheld | Expired | Free | In process | Paid



Adapt quickly.

We provide free training for all our new customers.

Get yourself a free trial.



What Merakzy provides?

Calendar

Free sale

Statistics

Outstanding ANO/AWB payments

Offers

Documents

CRM

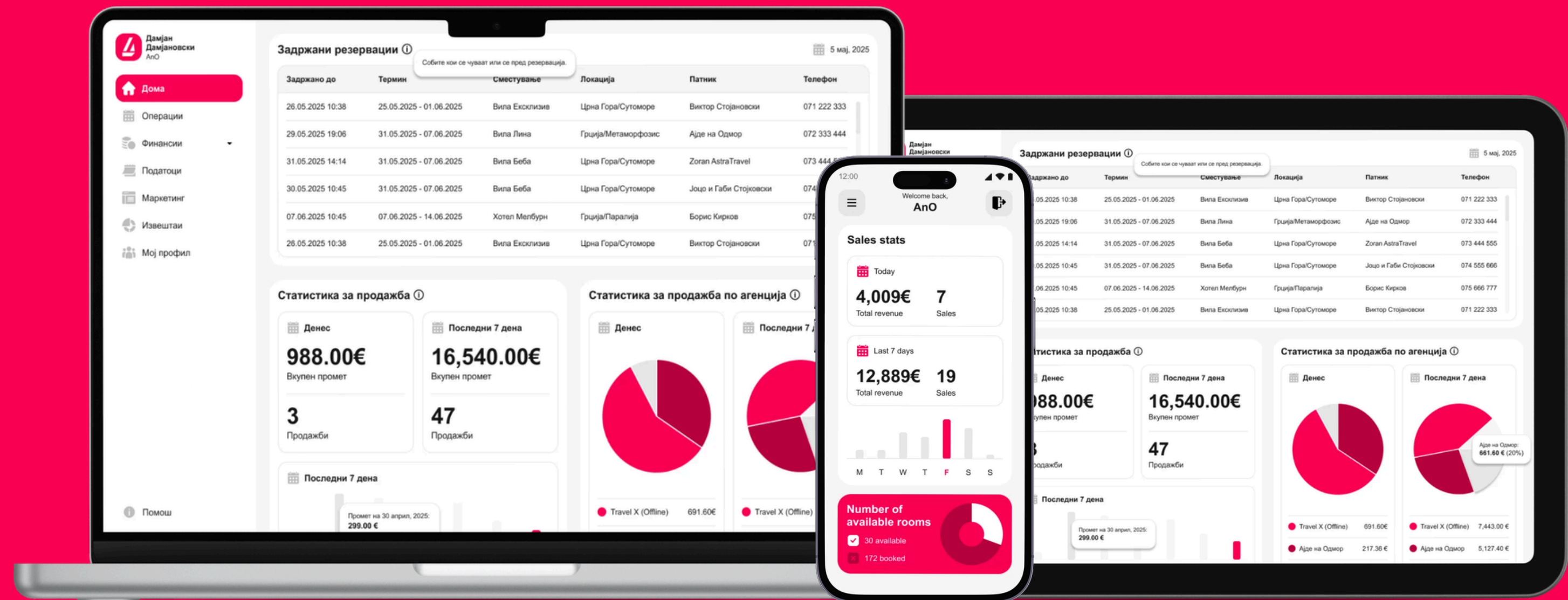
Accommodation

All you need in one place.



Software Design

Merakzy's software design prioritizes a user-friendly interface with intuitive navigation, ensuring a smooth experience for travel agents. The clean, responsive UI enhances workflow efficiency and ease of use.



Business Cards

Igor Arsovski

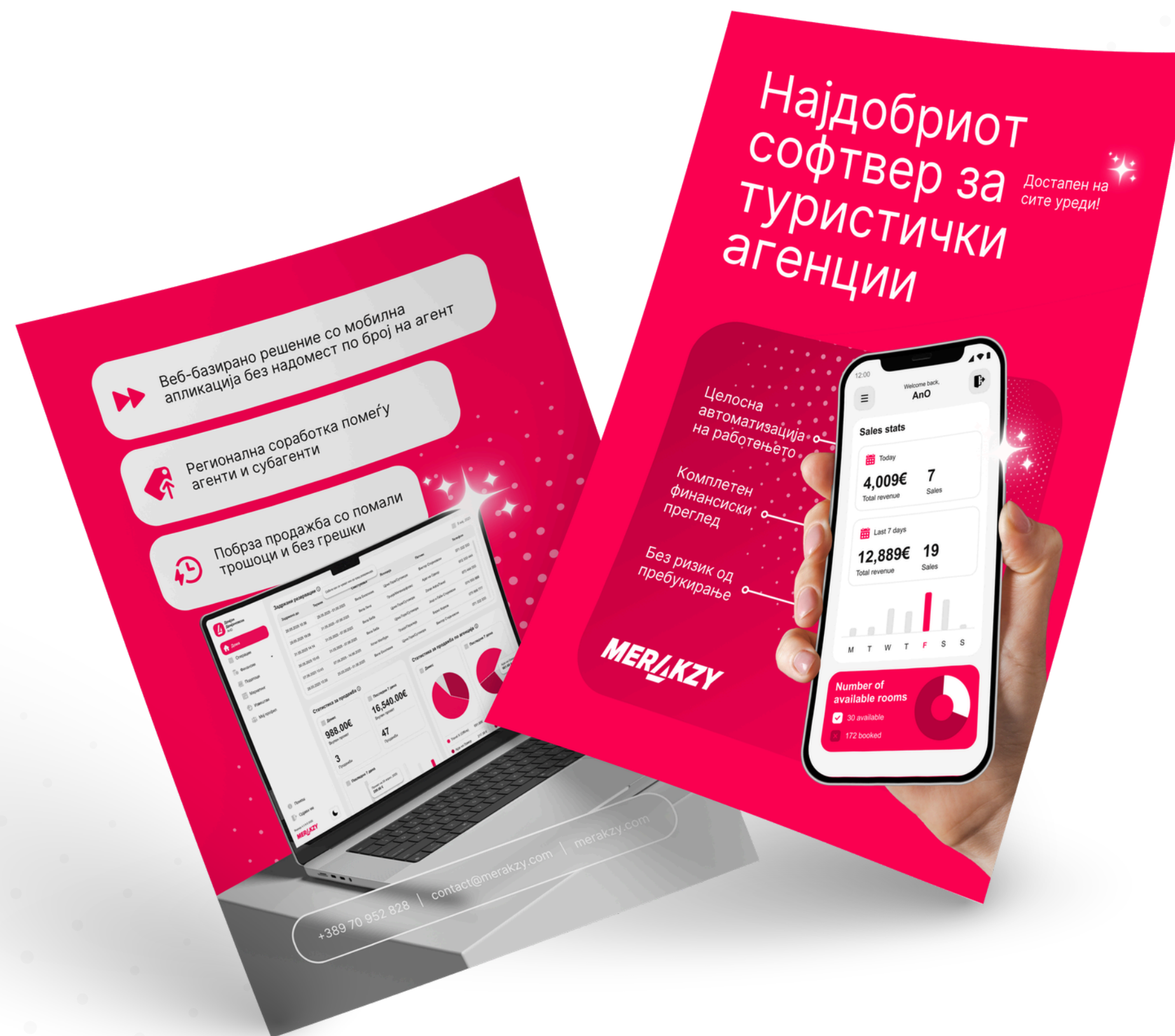
Founder & CEO

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MERAKZY

Flyer



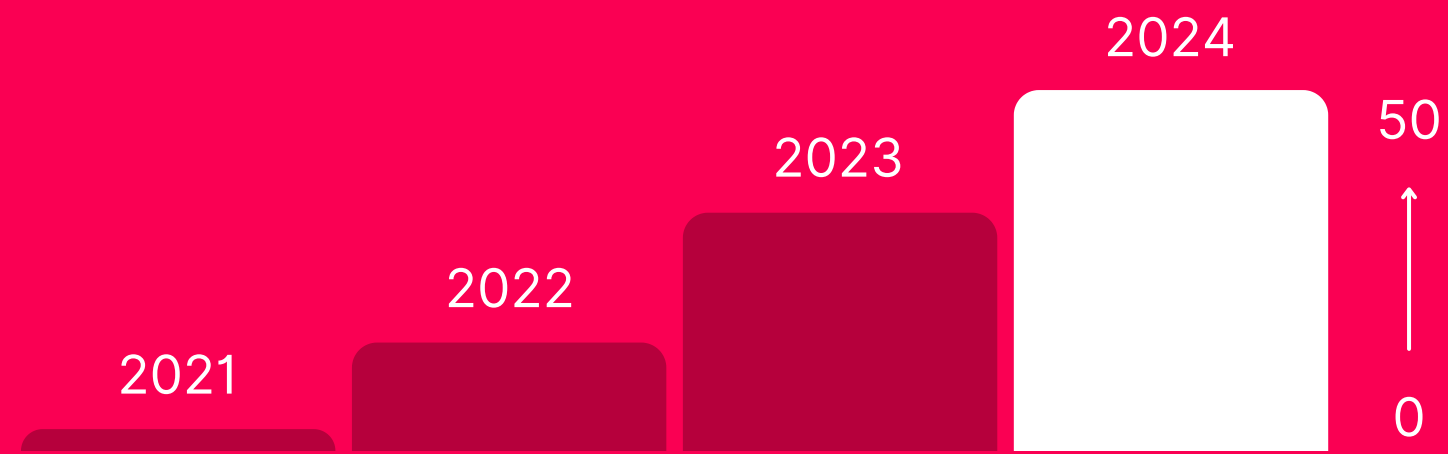
Notebook



Promo Materials



Results



New users that joined Merkazy

The graph shows how the number of new Merakzy users has steadily grown over the past few years. It highlights the expanding use of our platform by travel agencies.

The consistent rise in users demonstrates increasing confidence in the solution and strengthens Merkazy's position in the market.

120+

Active travel agencies
from Macedonia and Serbia using the software daily

50.000+

Travel arrangements
sold through the system in the first half of 2024

9'45"

Average time for a booking
completion across the system

They said about Merakzy

Having satisfied clients is our biggest challenge and happiness. We think we are doing a good job. Luckily, they share the same opinion as us.

“We have saved a ton of time by automating our trip lists. With accurate and easily accessible information, we can spend more time planning the trip than the paperwork.”

Boge Spasenovski | Travel Agency Skaut



“Subagents sell our rooms much faster and easier.

We no longer deal with phone checks, yet we are now available to them 24/7.”

Boris Vrchkov | Travel Agency TravelX



“Merakzy has streamlined our entire documentation process for each reservation.

This way, we can focus more on our clients than the paperwork.”

Aleksandar Chonevski | Iguana Travel



Get in touch

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