

# AI Automation & Digital Systems

Get found. Convert the inquiry. Automate the day-to-day. One system that puts your venue in front of guests, turns interest into booked covers, and clears the repetitive load off your team — without handing strangers the keys.

## THE MODEL

01

### AI screens

Inquiries, bookings & messages handled instantly, 24/7.



02

### You confirm

Every booking clears the owner. Nothing slips, nothing wrong.



03

### Guest pays

Payment link to your account. Direct. No OTA commission.

*AI handles the volume. You keep control of the money step. That is the difference between an assistant and a liability.*

## I Get Found

SEO & GEO

- Local SEO built on commercial, high-intent keywords
- Location & neighbourhood pages that rank
- Schema, metadata & internal linking done properly
- Google Business Profile optimised & maintained
- **AI-search optimisation** — cited by ChatGPT, Perplexity, Claude & Google AI Overviews
- FAQ & answer-style copy written for how guests actually search

## II Convert

WEBSITE & FUNNEL

- Conversion-focused, mobile-first site
- Direct booking on your own site — no third-party fees
- Instagram & social funnel routed to the booking
- Lead capture for events, private dining & catering
- Premium positioning that matches the room
- CRM wired in so no inquiry rots in an inbox

## III Automate

AI LAYER

- Reservations, confirmations, reminders & waitlist
- WhatsApp & Instagram DM auto-reply on the repetitive 80%
- AI phone agent — answers, books, escalates the real ones
- Email triage to the right place, instantly
- Review engine — requests, AI-drafted responses, monitoring
- Lifecycle marketing — birthdays, win-backs, loyalty nudges

# Engagement Tiers

Built in layers. Start where the pain is, expand as it pays for itself.

	MOST COMMON	
<h2>Foundation</h2> <p>GET FOUND &amp; TAKE DIRECT BOOKINGS</p> <ul style="list-style-type: none"> <li>+ Website build or optimisation</li> <li>+ SEO &amp; GEO setup</li> <li>+ Direct booking system</li> <li>+ WhatsApp &amp; IG auto-reply</li> </ul> <p>from <b>IDR 15M</b> setup + <b>IDR 8M</b> / mo</p>	<h2>Growth</h2> <p>EVERYTHING IN FOUNDATION, PLUS</p> <ul style="list-style-type: none"> <li>+ AI phone agent</li> <li>+ Review engine</li> <li>+ Lead capture &amp; nurture</li> <li>+ Google Business Profile management</li> </ul> <p>from <b>IDR 22M</b> setup + <b>IDR 14M</b> / mo</p>	<h2>Full System</h2> <p>EVERYTHING IN GROWTH, PLUS</p> <ul style="list-style-type: none"> <li>+ Lifecycle &amp; retention marketing</li> <li>+ Back-of-house automation</li> <li>+ Ongoing SEO &amp; content</li> <li>+ Priority optimisation &amp; reporting</li> </ul> <p>from <b>IDR 35M</b> setup + <b>IDR 20M</b> / mo</p>

### SETUP

50% to start, 50% on launch.

### TRIAL

30 days. No lock-in.

### WEBSITE

New build from IDR 75M, or performance option: \$750 up front + commission on tracked bookings.

## How We Work

01

### Audit

We map your current bookings, channels & leaks.

02

### Build

Site, search & automation configured to your operation.

03

### Train

Your team learns the confirm step. One controlled handover.

04

### Run

We operate & optimise. You watch covers & reviews climb.

Ready to stop drowning in messages?

Book a 30-minute walkthrough of your venue's automation map.

[papi@casajuliagroup.com](mailto:papi@casajuliagroup.com)

@casajuliagroup