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FICTIONAL WEBSITE and SOCIAL MEDIA COPY

1. Name and copy for a landing page

Name: Roomy



Image 1. Example of the Roomy logo

BACKSTORY: This is an example of a copy for a fictional online marketplace for lodging, similar to Airbnb.

My original idea for naming this imaginary platform was “Lodgy”, but through a bit of research I found out that a similar platform with the same name already exists. I eventually came up with the name “Roomy”, since it means “having plenty of room; spacious”, while it is also a homonym of “roomie”, i.e. an informal word for “roommate”. Since this imaginary platform is similar to Airbnb, it is possible that a customer/guest could share a room with another guest, so the term is appropriate. The term “roomy” is also connected to the concept of renting, since it describes the property of a particular room. Moreover, the words “roomy” and “roomie” both sound welcoming and warm, so I think “Roomy” could be a good name for an imaginary online marketplace for lodging.

As for the rentals listed on Roomy, I imagined them to be affordable but fancy. Also, before listing the property on the platform, the room/apartment/condo, etc. is thoroughly inspected to make sure the customers really get what they see in the photos.

Landing Page

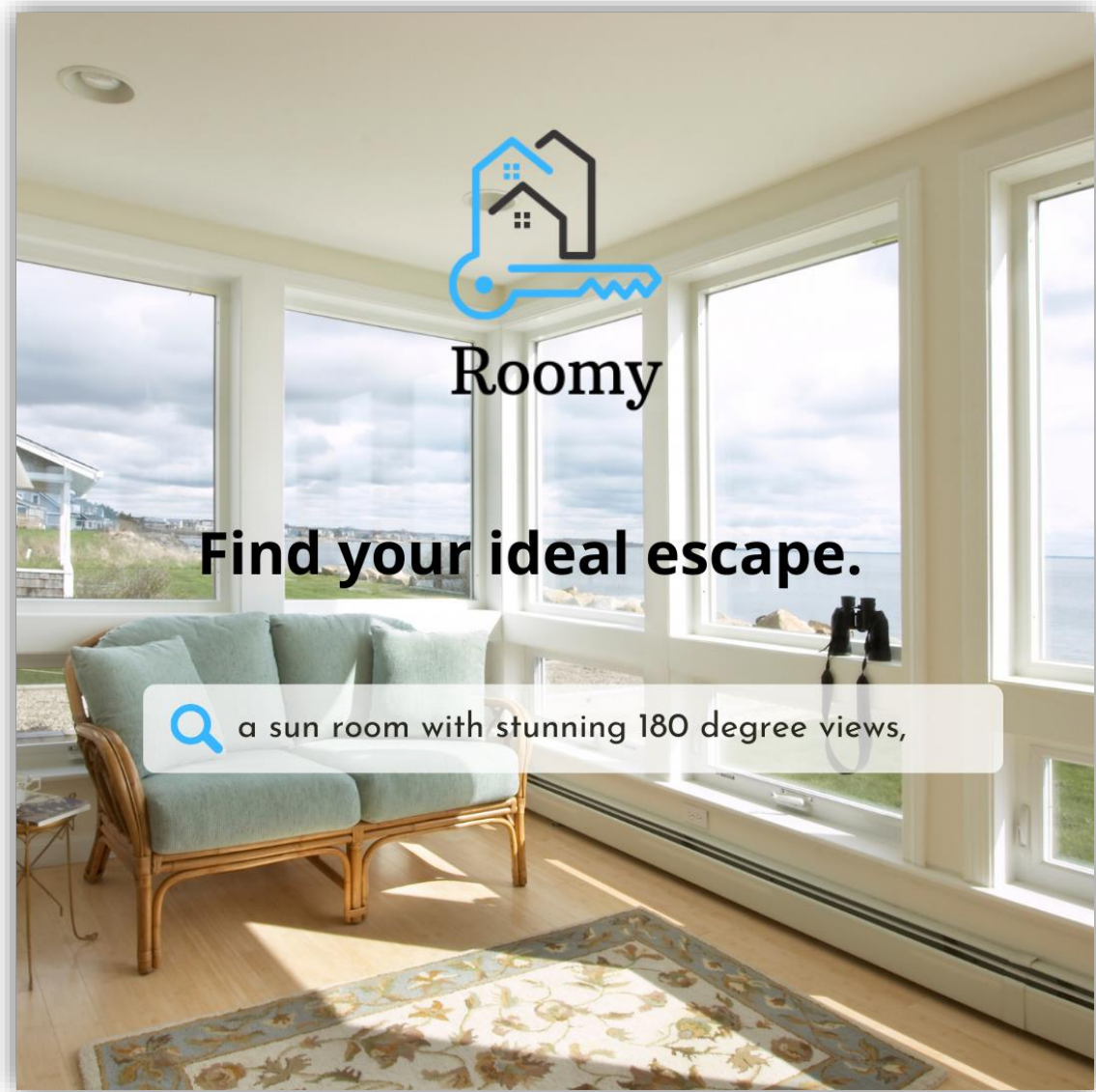


Image 2. Example of the landing page with visuals and text



Find your ideal escape.

Take whoever you call family and escape the mundane. Or... finally spend some time on your own.

EXPLANATION: I wanted the tone to be casual and inviting, with not much text because the customers are here to find a place to stay. More about the company can be found in the “About us” section.

2. CTA button

You're still on the hunt for that **PERFECT** extravagant house with a **GIGANTIC** pool for your **AWESOME** bachelorette party?



Locate your perfect getaway

Image 3. Example of the CTA button and the accompanying text

EXPLANATION: I wanted to create a fun and enticing accompanying text for the CTA button to induce customers to find out more. I know that the design isn't perfect, but I think the button "Locate your perfect getaway" could invite customers to click on it. And when they click on it, it would take them to a search engine where they could narrow their search (they could choose the location and the date, type of property, price, amenities, etc.), and then finally book their perfect place to stay.

3. About Us page

Roomy offers dazzling vacation rentals for those of you who don't want to settle for less.

All for a price that actually won't leave you homeless.

Affordable Instagram-worthy apartments

Rent a property cheaper than a hotel room, with all the amenities of a five-star accommodation. Roomy offers stunning rooms and apartments, lovely condos and cottages, luxurious beach houses... and other places you've only dreamt about seeing.

Spaces that suit your style

Looking for a pet friendly cottage in the beautiful countryside? Or you're still on the hunt for that perfect extravagant house with a GIGANTIC pool for your AWESOME bachelorette party? Our detailed search engine allows you to find your perfect getaway in the blink of an eye.

What you see is what you get

No more surprises when you finally get to see your seemingly dream place in person. Every accommodation is thoroughly inspected before listing it on the platform - all to ensure its quality and value.

Peace of mind

Our refund and cancellation policies give you 24/7 support and a stress-free holiday you deserve.

4. LinkedIn and Instagram campaigns

See the world with Roomy.

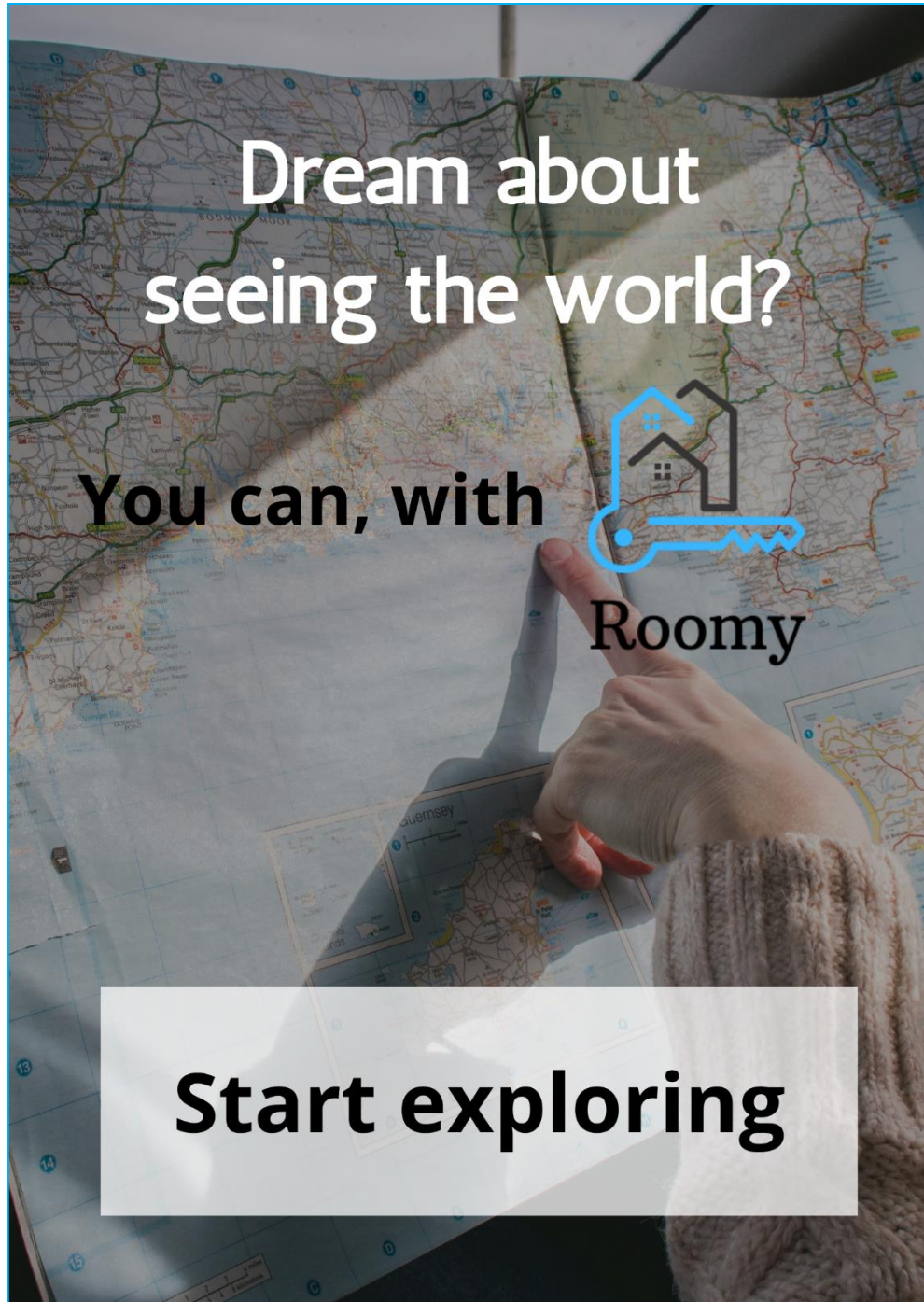


Image 4. Example of a LinkedIn and Instagram campaign

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Plan your weekend getaway with Roomy.

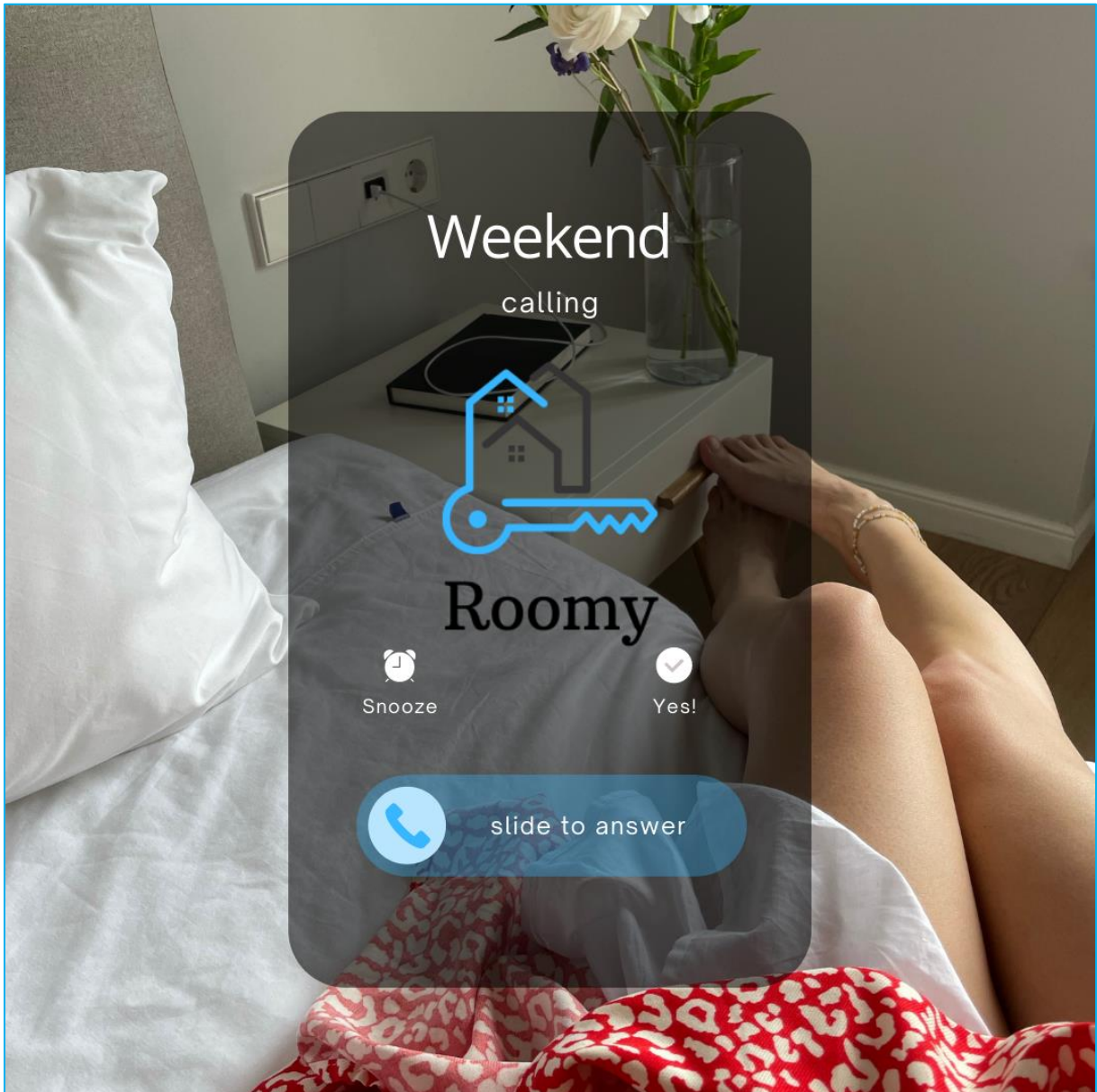


Image 5. Example of a LinkedIn and Instagram campaign

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Book a weekend getaway.

Desperately need a Girl Getaway?



Find a space that
suits your style.



Roomy

Image 6. Example of a LinkedIn and Instagram campaign