

What is the Beach Butler?

A brand new beach supply rental & delivery service that eliminates the hassle of lugging equipment to & from the beach and instead makes going to the beach EASY.

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Equipment & Pricing



Folding Beach Chair
\$6



Lounge Chair
\$10



Umbrella
\$10



Beach Blanket
\$5

All prices
include
delivery,
setup and
cleanup.



Beach Towel
\$2



Cooler
\$10 (+\$3 Ice)

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 **BEACH
BUTLER**
THE BEACH, MADE EASY.

Salisbury Beach: Summer 2019

- Go-Live Date: July 23rd, 2019
- Inventory on hand:
 - 50 Towels (Branded)
 - 25 Folding Chairs (Branded)
 - 15 Umbrellas (Branded)
 - 10 Coolers
 - 10 Blankets
 - 5 Lounge Chairs
- Servicing all 4-miles of Salisbury Beach
- 2 Full-Time Staff, 2 Part-Time (branded uniform)
- Open 7 Days a Week, 9AM-5PM
- Same-Day Reservations Available



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2019 Season Results

- Nearly 10,000 Website Visitors (Unique)
- Over 200,000 Impressions Served via Social Advertising
- Cost Per Click \$0.14, Far Below Industry Average (Travel & Hospitality Benchmark = \$0.64)
- Attended 5 Local Events, Providing Free Chairs & Giveaways
- ~400 Followers on Facebook & Instagram
- Unsolicited PR on North Shore Radio 104.9
- Early networking with rental community, 100 fliers & magnets given to Tom Saab Realty
- 4 Public Posts with 5-Star Reviews



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What People Are Saying

- “Fantastic! It’s about time you can get this in New England! It’s everywhere in the South.”
- “This is such a great idea, especially when going to the beach with kids.”
- “We saw the plane with this message behind it! Genius!! We need this when we go camping!”
- “Fabulous idea, someone is gonna get rich with this idea. I would use this in a second”
- “I have a house on Seabrook. You should consider getting a permit there if possible.”
- “...is this "Coming Soon" to Seabrook Beach ?”
- “Do you service Seabrook Beach NH?”
- “OMG next beach trip for sure!!!”
- “BRILLIANT!!!”

