

Andshexplores Consulting Services

Social Media Consulting

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What do we offer?

Andshexplores team offers social media and marketing consulting services for small hotels and tourist organisations. We can help you answer questions in the following areas:

- How to optimize your Instagram account and bring in more customers?
- How to take part in quality Instagram give-aways that will bring results?
- Is using Pinterest suitable for you?
- What can be improved on metasearch (Tripadvisor, Booking.com, Agoda etc.)?
- What is your social media strategy and how do you measure ROI?

Why do you need consulting?

- The competition for villas in Bali in general is stiff and villa management companies need to stand out also on social media.
- Constant promotions and following the trends are the key to success – the specialist in this field is essential to the business.
- Digital marketing strategy is unique and needs guidance to be successfully executed. Managing a social account at 70% or 100% of its capabilities is a decisive factor in social media being valuable or unimportant.
- It is vital for your team to learn the best practices to be able to grow with your own team going forward
- The sector is dependent on consumer confidence and business sentiment and is facing increasing pressure to deliver innovation, quality and value.

Why Andshexplores?

- Proven concept of Instagram setup and growth
- Great track record on social media – Andshexplores Instagram profile has over 40k followers
- Extensive experience in business consulting strategy
- Full-time luxury travelers, visited 30+ luxury boutique hotels / villas in 2018 alone – understand how users choose their stay and know first hand good practices
- Thorough knowledge of the mobile commerce sector
- Western based and raised – lived for at least 1 year in 4 different countries in Europe (Slovenia, France, Norway and Denmark)

About us



Andshexplores consulting team consists of two members – Nika Penšek and Žiga Bobinac.

Both have started their careers as Management consultants in two of the biggest consulting firms in the world (Deloitte and PwC), where they have worked on setting strategies for companies in different industries, reorganisations, business planning and business optimisations. Žiga also worked in digital sales and headed App Sales in Outfit7 Ltd. (Talking Tom mobile games that reached over 7 Billion downloads) for over 3 years.

In 2015 Andshexplores, travel influencer profile was born and both have been working on building a now well-known brand with strong engagement base. Throughout numerous collaborations with hotels and other brands, mostly in leisure industry, the team has started assisting hotels' managements on optimisations and social media strategies as the strong need for these services arose.

References from our recent consulting clients

"Thank you so much for helping us with Insta. We have surely learned a lot from you guys and will take it forward from here. Thank you once again!"

Manager Sales & Marketing of 5 star private villa in Sri Lanka

"You really opened our eyes with some of these tricks! Was super useful."

Marketing & PR hotel of 5 star hotel in Slovenia

"Thank you very much for such great work. We appreciated your kind co-operation."

Marketing Director of resort in Thailand