

Company Description

[Enter description here.]

Business Goals [Sample]

- Diversify marketing portfolio to ensure leverage and sustainability
- Decrease cost per acquisition / marketing acquisition costs
- Invest in building your brand to generate more direct bookings
- Defend your inventory and grow it strategically
- Improve the guest experience
- Increase revenue per available night through smarter pricing / marketing
- Increase efficiency and reduce overhead by better utilizing technology
- Improve conversion of leads / phone bookings

SWOT Analysis

Strengths

What are the strengths of your business? Where do you have a competitive advantage?

- Ex: More inventory
- Ex: Specialized inventory
- Ex: Better technology

Weaknesses

What are the weaknesses of your business? How do you address them?

- Ex: Limited budget for marketing
- Ex: Low brand awareness
- Ex: Limited inventory

Opportunities

What opportunities exist in the market that you can take advantage of?

- Ex: New attractions being built that will attract travelers
- Ex: New technology available to give you a competitive advantage
- Ex: New destination marketing driving new visitors to the area

Threats

What threats are emerging that could affect your success?

- Ex: New low-price competitors entering
- Ex: New regulations affect how you do business

Unique Selling Point (USP)

What makes you unique among your competitors? Can you explain this in a sentence or two? Can you explain it in less than 30 seconds?

Target Guests (Personas)

What types of guests are the best fit for your business/properties? Knowing this will help you better understand your guests, and refine both how you reach them and the messages you deliver to them.

- **Budget**
 - Luxury – High earners, refined taste, full-service, high convenience
 - Economy – Budget shoppers, thrifty, value-driven
- **Group Type**
 - Family-Friendly – Parents and kids, multi-generational, large groups
 - Adults – Romantic getaway, guys weekend, girls weekend
 - Business – Traveling for work, corporate retreat, conference
- **Activity**
 - Activities – Golfing, skiing, fishing, surfing, hiking, biking, etc.
 - Attractions – Theme park, beach, lake, downtown, nightlife, etc.
 - Event – Festival, concert, sporting event, convention, reunion, etc.

Prior Year Performance (Benchmarks)

- Total Revenue
- Total Net Revenue
- Occupancy
- Channel Performance
- Marketing Diversity
- Marketing Acquisition Costs

Marketing Channels

Your Website

Website Content

Always be looking for ways to expand and improve the content on your website.

- Use new pages to target keywords for SEO
- Use new pages as landing pages for marketing campaigns

Property Pages

Do your listings have professional photography? Do the photos have captions? Are your property descriptions compelling and accurate? Are you gathering reviews?

Always Running

Organic

You should always be optimizing the content on your website to attract more organic traffic while collecting back links from other, relevant websites.

PPC/SEM

You should always be running at least some campaigns on Adwords and other pay-per-click channels. You need to be constantly optimizing it to not only bring in more traffic, but more qualified traffic. Make sure you also look at Google Re-Marketing.

Listing Sites

Finding a few listing sites that provide a strong return on investment is a good supplement to your marketing efforts. But, you should never put yourself in a situation to become entirely dependent on them.

Social Media

You should be regularly posting to a variety of social media channels and finding ways to grow your following. There a number of tools available to help you track and automate your social media efforts. Our favorites are Hootsuite and Buffer.

Social Media Advertising

You can grow your social media following organically to a point, but to really grow your following you'll want to invest in some social media advertising. The good news is social media advertising can be low cost and highly targeted.

Branded Items

One of the best ways to make your guests remember you is to give them something that is a constant reminder of you. Giving guests branded items that *they want to use* post-stay accomplishes that well.

Campaign Driven

Email Marketing

You want to be emailing past guests and prospects at least once a month, if not much more frequently. You can export your past guests easily via LiveRez reports. And, setting up an account with an email marketing provider like Mail Chimp or Constant Contact is really easy. You may also consider sending a newsletter to your owners.

Blogging

Regular blogging can really start building you a strong presence online. It can help fuel your social media efforts and even help with email marketing. And, in many cases, it can have a big impact on your SEO efforts.

Press Releases

You generally want to reserve press releases for bigger company announcements. The important thing to remember is to make your press releases newsworthy. That means paying attention to what the local media and industry publications are covering.

Offline Advertising

While online marketing has definitely taken a lead, offline efforts like direct mail pieces and print advertising can be effective if well targeted, personalized and consistent. You might try also try TV and radio ads, but these can be expensive.

Goals

What do you want to accomplish? More bookings? More nights booked? More properties? The key here is setting realistic goals. Your goals are going to drive your planning and execution. When you set your goals, you need to reference past performance and keep in mind your resources.

Messages

What do you want potential guests to know about your business? When and how should you deliver it to them?

Targeting and Personalization

Are certain messages more appropriate to only certain types of guests? It's always good to target your messages when possible. For example, if you're sending an email about a family-friendly home, you'll have more success sending that message to people who travel with family.

When you can, use personalization. Even just adding a first name to an email will have a big impact. Personalization shows you care enough to put that extra effort in targeting the message to the recipient. Just make sure you have good data. Incorrect personalization can backfire.

Timing

When should you send what message? In planning your marketing calendar, you will want to discuss what message will work best at what time of year. Make sure you consider a calendar of events in your area that increase demand.

Tracking

Make sure you have the right tools in place for tracking:

- **Google Analytics** – Everything you want to know about web traffic and what it does.
- **Google Search Console (formerly Webmaster Tools)** – A great tool for tracking your SEO efforts and monitoring the health of your website.
- **Google Alerts** – Get instant notifications when something hits the web (for any terms you choose to monitor).
- **Performance Dashboard (within LiveRez)** – See your bookings, revenue, nights booked, performance by home and more. Also compare your performance to past periods.
- **Key LiveRez Reports** – Sales Cycle Report, LiveTrust Reports

Make sure to always be watching a few key metrics

- **Revenue** – How much revenue you are getting from bookings?
 - Total Revenue
 - Commission Revenue
 - Fee Revenue
 - Mark-Up Revenue
- **Marketing Diversity** – Make sure you know what channels your bookings are coming from and what percentage of your revenue is being generated by each channel. This will help you determine if you are too dependent on any one channel.
- **Marketing Costs** – How much you are spending on each marketing channel?
- **Marketing Acquisition Cost** – Percentage of the return spent on marketing
 - Ex: You spent \$15,000 on Adwords and got \$100,000 of commission from the bookings Adwords brought in. Your MAC is 15%.
 - Find this in Sales Cycle (How Heard) and Google Analytics (eCommerce)
- **Website Traffic** – How many visitors came to your website?
- **Traffic Sources** – Where those visitors came from?
- **Website Conversion** – What percentage of the visitors to your website booked online? Converted to a lead? Make sure to analyze across channels.

Sample Marketing Calendar

This sample calendar to help you plan your marketing campaigns. Based on your resources, this may be too conservative or too aggressive, but it gives you a general idea of how to plan your content throughout the year. Regularly creating content gives you an opportunity to communicate with guests and helps you grow your presence online.

January: What's the Campaign?

- Marketing Emails (2)
- New Website Pages (2)
- Blogs (4)
- Press Release (1)

February: What's the Campaign?

- Marketing Emails (2)
- New Website Pages (2)
- Blogs (4)

March: What's the Campaign?

- Marketing Emails (2)
- New Website Pages (2)
- Blogs (4)

April: What's the Campaign?

- Marketing Emails (2)
- New Website Pages (2)
- Blogs (4)
- Press Release (1)

May: What's the Campaign?

- Marketing Emails (2)
- New Website Pages (2)
- Blogs (4)

June: What's the Campaign?

- Marketing Emails (2)
- New Website Pages (2)
- Blogs (4)

July: What's the Campaign?

- Marketing Emails (2)
- New Website Pages (2)
- Blogs (4)
- Press Release (1)

August: What's the Campaign?

- Marketing Emails (2)
- New Website Pages (2)
- Blogs (4)

September: What's the Campaign?

- Marketing Emails (2)
- New Website Pages (2)
- Blogs (4)

October: What's the Campaign?

- Marketing Emails (2)
- New Website Pages (2)
- Blogs (4)
- Press Release (1)

November: What's the Campaign?

- Marketing Emails (2)
- New Website Pages (2)
- Blogs (4)

December: What's the Campaign?

- Marketing Emails (2)
- New Website Pages (2)
- Blogs (4)

More Resources

Want to learn more about marketing? Here are a few good places to start.

- [Vacation Rental Marketing Blog](#) (Matt's blog)
- [LiveRez Marketing Videos and White Papers](#)
- [LiveRez Blog](#)
- [Quick Sprout Blog](#) (Neil Patel)
- [Moz Blog](#) (Rand Fiskin)
- [Seth Godin's Blog](#)
- [Quora](#)
- [Warrior Forum](#)