Back to basics

One of the most important steps you can take in implementing an effective and efficient marketing strategy is developing a written marketing plan. This plan will guide your marketing decisions and assist in allocating marketing resources such as money and personnel time.

**Marketing, simply stated, is creating and promoting a product (ideas, goods or services) that satisfies a customer's need or desire and is available at a desirable price and place**.

In applying this to Vacation Rentals, the goal is to provide desirable vacation rentals that satisfy guests’ needs and wants at a desirable price point *that also satisfies the needs and wants of the owners.* Your continued success depends on its ability to simultaneously consider the motivators of both the guests and the owners.

2015 Marketing Planning

Overall business objectives

Assessment of the market environment, its business/community resources, market identification, a comprehensive plan for implementation, the 2015 marketing budget, and a plan for evaluation.

This Sunrise Vacation Rentals 2015 Marketing Plan is truly a strategic plan designed to separate Sunrise Vacation Rentals from its competition in 2015.