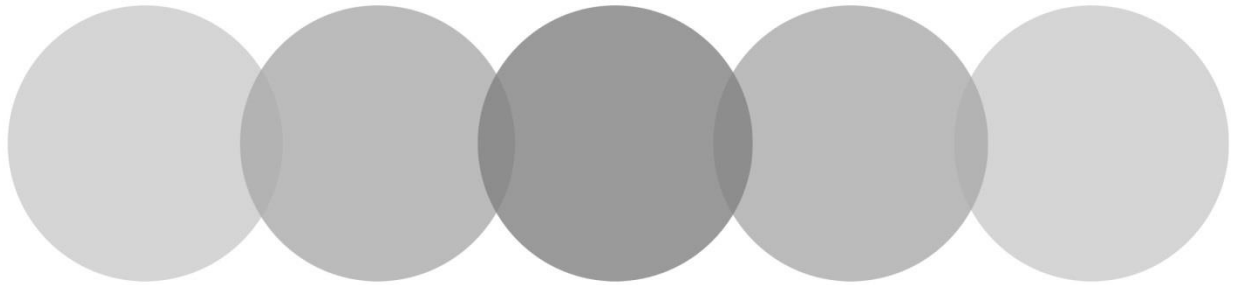


VRMA DIY Marketing Boot Camp

2015 Marketing Planning Workshop



Amy Hinote
10/29/1014

WELCOME TO YOUR VACATION RENTAL MARKETING PLANNING WORKSHOP

Be prepared for brainstorming and hands-on fun.

Hello, Vacation Rental Peeps!

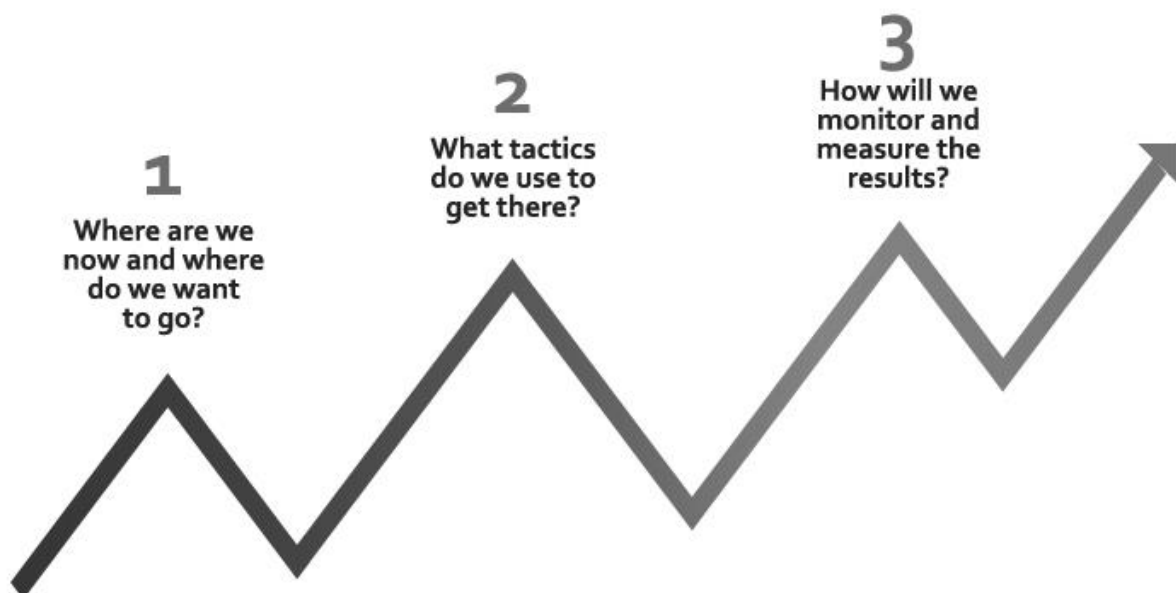
Welcome to the first VRMA Marketing Boot Camp

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.

SESSION BASICS

> Your vacation rental marketing planning process:



TIMELINE / AGENDA

> This is what we will do this afternoon



03:15 - 03:25



Identifying your Target Demographic
Finding your customers

03:25 - 04:00



Marketing Tactics
Identifying and prioritizing marketing channels and evaluation metrics

04:00 - 04:15



Break

04:15 - 04:25



Marketing Tactics and Evaluation
Continued...and evaluating resources

04:25 - 04:45



2015 Budget Toolkit
How to monitor your budget and ongoing reporting

04:45 - 05:00



Putting it all together

Vacation Rental Marketing Plan Outline Structure

- a. Executive Summary
- b. Overall Business Objectives
- c. Market Analysis
 - i. Area
 - ii. Competitive
 - iii. Pricing
- d. Company Analysis
 - i. SWOT
 - ii. Target Demographic
- e. Marketing Strategy
 - i. Content Marketing
 - ii. Online Tactics
 - 1. Website
 - 2. SEO
 - 3. PPC
 - 4. Social
 - 5. Online Advertising
 - 6. Email
 - iii. Offline Tactics
 - 1. Print Advertising
 - 2. Direct Mail
 - 3. Vacation Catalog/Sales Collateral
 - 4. PR
 - iv. Partnerships and Sponsorships
 - v. Distribution Tactics
 - vi. Marketing Technology
- f. Attachments
 - i. 2015 Marketing Calendar
 - ii. 2015 Marketing Budget

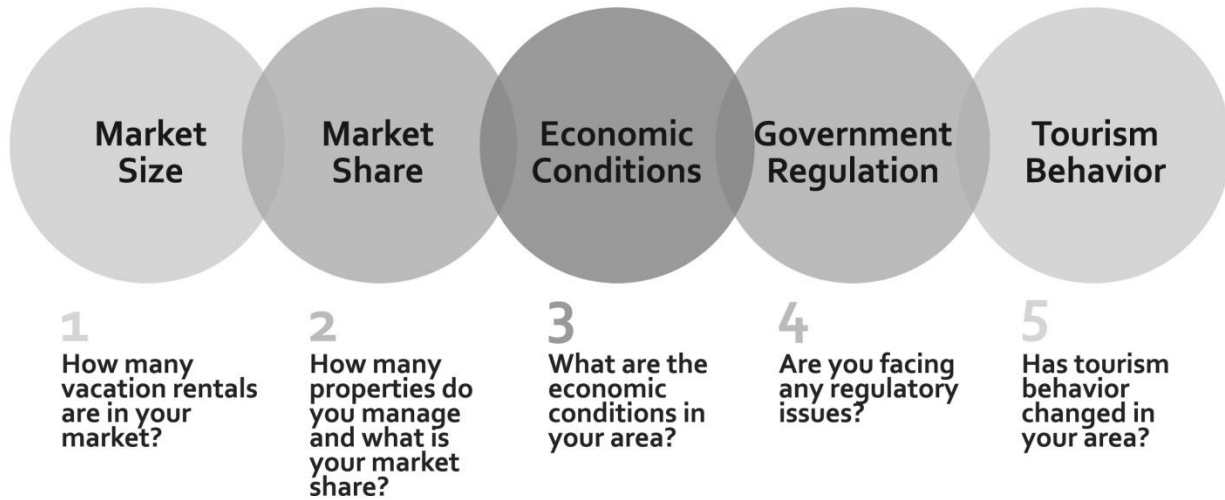
MARKET ANALYSIS

> Analysis of your area, your market's pricing, your competition and your company's SWOT analysis

Area Analysis	Competitive Analysis	Pricing	Internal Analysis
Size of your market	Top competitors	Historic changes	Strengths
Your market share	Your competitive position	Your market position	Weaknesses
Economic conditions	Competitive pricing	Discounting	Opportunities
Government regulation	VRBO	Revenue Management	Threats
Tourism behavior	Competitive advantage		

AREA ANALYSIS

> An in-depth look at your area’s challenges



1. Total Inventory: How many vacation rentals are in your market? _____

You can get this likely from your CVB/DMO/Chamber/Hotel Tax/State Tourism Dept.

AL Gulf Coast Totals	Existing	2012	2013	2014	Future	Totals
Condos	13,169	398	866	358	14,273	29,064
Hotels/Motels	1,636	60	120	0	1,315	3,131
Totals	14,805	458	986	358	15,588	32,195

2. How many units do you manage? _____

3. What is your market share? _____

4. What are the economic conditions which you expect to impact 2015 performance (positive or negative)?

1.	
2.	
3.	

5. Are there government regulations you expect to impact 2015 performance (positive or negative)?

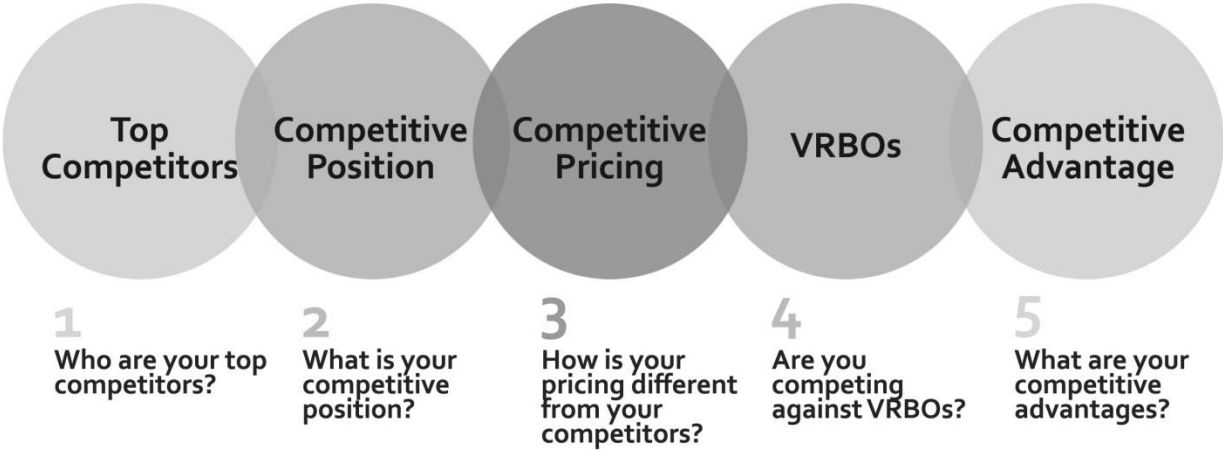
1.	
2.	
3.	

6. What changes in tourism behavior do you expect to impact your 2015 marketing decisions (positive or negative)?

1.	
2.	
3.	

COMPETITIVE ANALYSIS

> Let's look at your competitors



1. Who are your top competitors? How is your inventory different? How is your pricing different?

	Competitor	Inventory Difference	Pricing Difference
1.			
2.			
3.			
4.			
5.			

PRICING ANALYSIS

> Your vacation rental company's pricing strategy



1. Has the pricing paradigm changed in your market? _____
2. Where do your prices rank in the marketplace? _____
3. Do contracts with your owners limit your setting of prices? _____
4. Do you regularly discount? _____

>> If so, what channels will you use to push out discounts? (Check all that apply)

- Website**
- Email**
- Direct Mail**
- PPC**
- Social**
- Mobile**
- Revenue Management**
- Distribution**
- Other:**

SWOT

STRENGTHS

For example:

Awareness
Market Share
Longevity
Technology

WEAKNESSES

For example:

Awareness
Market Share
Technology
New company

Your
Company

OPPORTUNITIES

For example:

Remarketing
Acquisition
Distribution

THREATS

For example:

Weather
Economy
Ebola
Regulation



DETERMINING YOUR MARKETING BUDGET

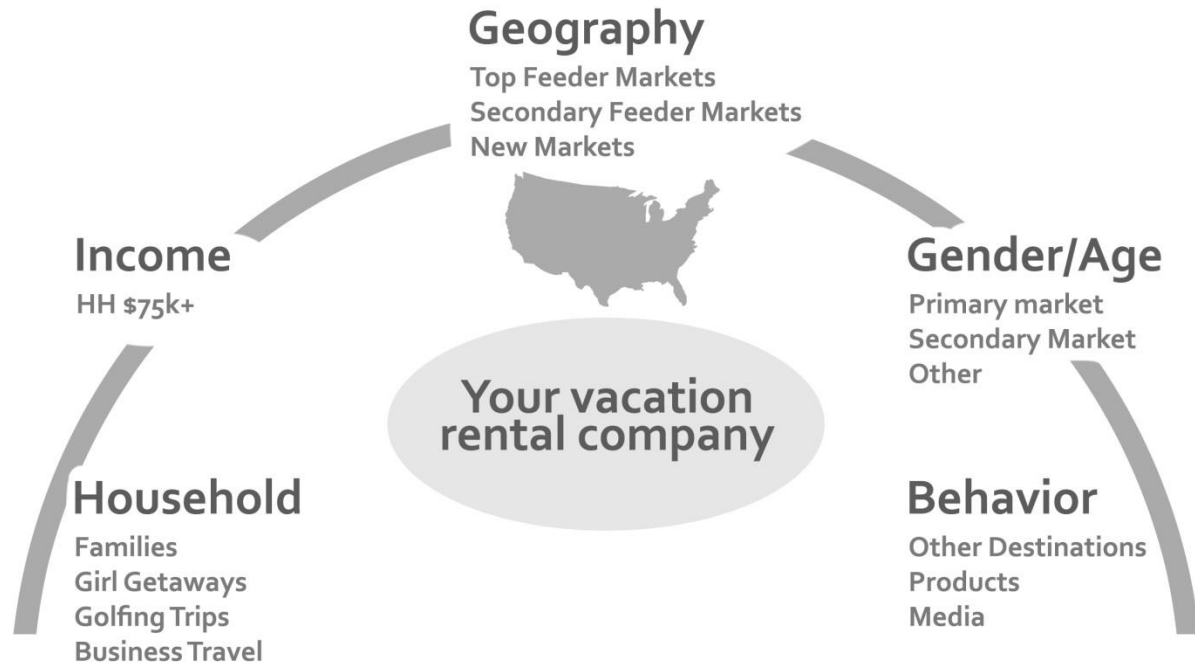
> Typically vacation rental managers spend 5%-12% of rental revenue on marketing

Properties	Rental Revenue			Marketing Budget					
Average Annual Rental per Property	\$15,000	\$27,000	\$35,000	\$15,000		\$27,000		\$35,000	
				Low (5%)	High (12%)	Low (5%)	High (12%)	Low (5%)	High (12%)
50	\$750,000	\$1,350,000	\$1,750,000	\$37,500	\$90,000	\$67,500	\$162,000	\$87,500	\$210,000
100	\$1,500,000	\$2,700,000	\$3,500,000	\$75,000	\$180,000	\$135,000	\$324,000	\$175,000	\$420,000
250	\$3,750,000	\$6,750,000	\$8,750,000	\$187,500	\$450,000	\$337,500	\$810,000	\$437,500	\$1,050,000
500	\$7,500,000	\$13,500,000	\$17,500,000	\$375,000	\$900,000	\$675,000	\$1,620,000	\$875,000	\$2,100,000
1000	\$15,000,000	\$27,000,000	\$35,000,000	\$750,000	\$1,800,000	\$1,350,000	\$3,240,000	\$1,750,000	\$4,200,000

> If your budget includes salaries, distribution costs and marketing technology, you might be on the higher end.

> If your budget does not include salaries, distribution costs and marketing technology, you might be on the lower end.

DETERMINING YOUR TARGET DEMOGRAPHIC

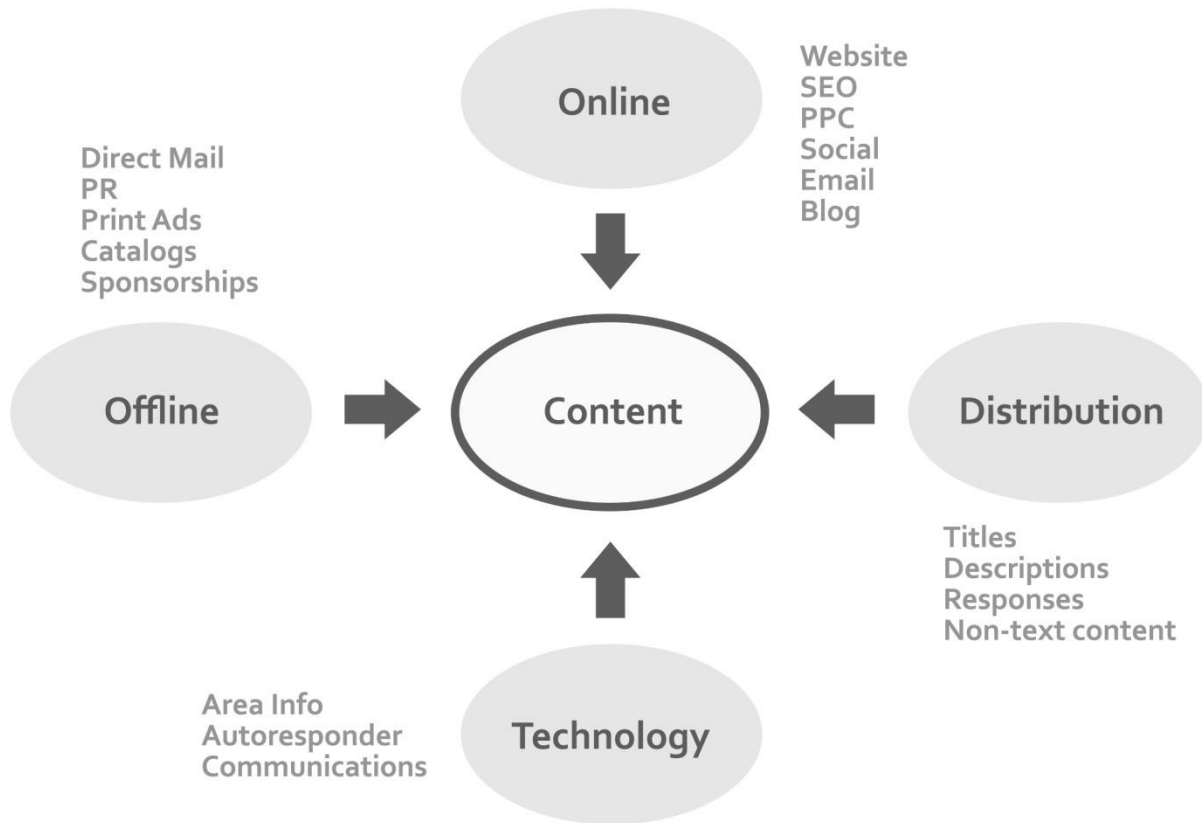


TARGET DEMOGRAPHIC

Household Makeup	Income Level	Gender/Age	Behavior
Families	HH Income \$100K+		Activities
Girl Trips			Where they travel
Golf Trips			What products do they buy?
Singles			What media do they see?
Business Travel			

CONTENT MARKETING

> Content creation: Key to all marketing channels and the most critical part of your vacation rental marketing plan.



1. How are would you rate your content creation?

Content Creation	Rate 1-5
Website Property Pages (Titles, Descriptions)	
SEO –Ongoing Content/Blog	
Area Info	
PPC Ad Copy	
Social	
Email	
Print Ads	
Catalog/Collateral	
Autoresponder	
Mobile App	

2. What are your current content creation resources? What do you need? Outsource/Insource?

Current Content Creation Resources	What resources do you need?	Outsource/Insource?

MARKETING CHANNELS

> How we will look at potential marketing tactics

1 | **Logic**
What is the logic behind using the tactic?

2 | **Objectives**
Which of your objectives does this accomplish?

3 | **Elements**
What are the elements of the tactic?

4 | **What is new**
What are the new elements and considerations for 2015?

5 | **What are you doing now?**
And what would you like to do?

6 | **Competition**
And what would give you a competitive advantage in this element?

7 | **Current Spend**
What are you currently spending on this channel?

8 | **Proposed Spend**
Do you want to increase or decrease your spend on this element? How much?

9 | **Resources**
What resources do you have in place? What resources do you need?

10 | **Evaluation Metrics**