



March 3/25 workshop

Social Media 101 – Marketing your Rental

1. Similar to Roadmap presentation – Why is social important?
 - a. Demographics of Facebook – it's our perfect audience!
2. Post your listing on Facebook
 - a. How?
 - i. Use "f" icon on computer
 - ii. Copy listing URL
 - b. Who sees your post?
 - i. Got friends?
 - c. What to say?
 - i. Speak to your friends, offer an incentive
 - d. How often?



Becky Fischer

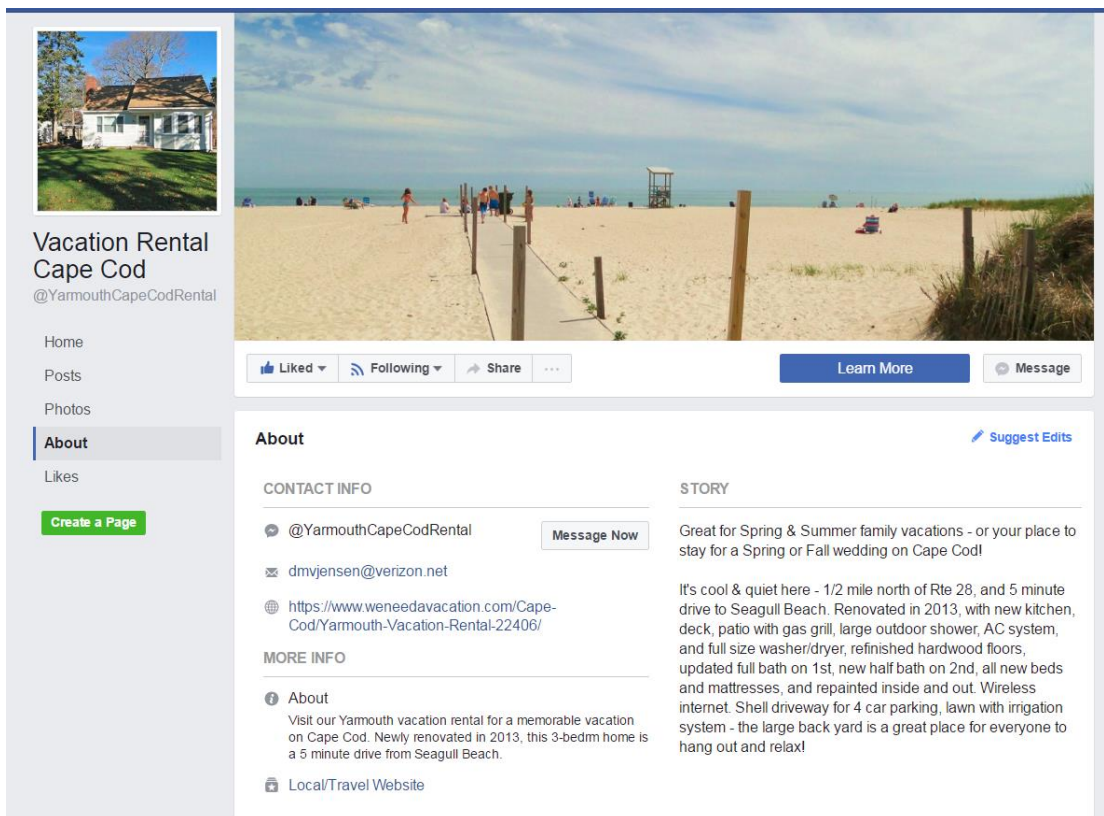
Our house in Chatham is available weeks of 7/8 and 7/29. Know anyone who may need a Cape vacation? Send them our way and if they book, we'll send you a gift certificate to a Cape restaurant of your choice! Thanks so much!



Chatham Cape Cod vacation rental, WeNeedaVacation.com ID 4612



3. Set up a Business Page
 - a. Basic explanation
 - b. Security settings
 - c. Must gain followers, need big audience!
 - d. Must spend time and money – content



The screenshot shows a Facebook Business Page for 'Vacation Rental Cape Cod' (@YarmouthCapeCodRental). The page features a profile picture of a white house and a cover photo of a beach. The left sidebar includes navigation links: Home, Posts, Photos, About (selected), and Likes, along with a 'Create a Page' button. The main content area is divided into 'About' and 'Story' sections. The 'About' section includes contact information (Facebook handle, email, website), a 'Message Now' button, and a detailed description of the vacation rental. The 'Story' section contains a brief promotional text.

Vacation Rental Cape Cod
@YarmouthCapeCodRental

Home
Posts
Photos
About
Likes

[Create a Page](#)

About [Suggest Edits](#)

CONTACT INFO

- @YarmouthCapeCodRental [Message Now](#)
- dmvjensen@verizon.net
- <https://www.weneedavacation.com/Cape-Cod/Yarmouth-Vacation-Rental-22406/>

MORE INFO

- About**
Visit our Yarmouth vacation rental for a memorable vacation on Cape Cod. Newly renovated in 2013, this 3-bedrm home is a 5 minute drive from Seagull Beach.
- Local/Travel Website**

STORY

Great for Spring & Summer family vacations - or your place to stay for a Spring or Fall wedding on Cape Cod!


It's cool & quiet here - 1/2 mile north of Rte 28, and 5 minute drive to Seagull Beach. Renovated in 2013, with new kitchen, deck, patio with gas grill, large outdoor shower, AC system, and full size washer/dryer, refinished hardwood floors, updated full bath on 1st, new half bath on 2nd, all new beds and mattresses, and repainted inside and out. Wireless internet. Shell driveway for 4 car parking, lawn with irrigation system - the large back yard is a great place for everyone to hang out and relax!

4. If you don't use Facebook or want extra exposure
 - a. Should you set up a FB profile just to display listing? NO
 - b. We can run an ad for you!
 - i. It's like a giant billboard for your listing
 - ii. Target people who like your town, have inquired before either with FB targeting or our extensive email list
 - iii. 7 day ad; costs \$150
 - iv. Links directly to your listing
 - v. Need 5 large, really nice images
 - vi. Promises to at least triple your hit count

Weneedavacation.com - Cape Cod and Islands Vacations ✓


Written by Becky Fischer [?] · February 7 · 🌐

Plan a Cape Cod vacation! Only a few July and August weeks still available in this popular 4-bedroom Orleans vacation rental house.



Tranquil and convenient setting
Close to Harwich, Chatham

[Learn More](#)



Living room with flat screen TV
Central air-conditioning

5,260 people reached

Like Comment Share

33 Top Comments

Write a comment...

Debbie Fioravanti Donovan Exactly what we're looking for, but they don't take pets. Thanks for sharing!
Unlike · Reply · Message · 1 · March 4 at 9:05am

Karen Yanni Lasky Stayed in this house. It's perfect for a family.
Unlike · Reply · Message · 1 · March 3 at 2:35pm

For more information on Facebook advertising, here are some links to visit

<https://soundcloud.com/weneedavacation/social-media-and-vacation-rentals-02172017>

<https://soundcloud.com/weneedavacation/vacation-rental-marketing-roadmap>

<http://blog.weneedavacation.com/2016/11/15/marketing-vacation-rental-roadmap-success/>

<https://www.weneedavacation.com/HC/Facebook.aspx>

Thanks for attending our workshop today!

Your feedback is always welcome. Or have questions? Email Becky@weneedavacation.com