

VACATION RENTAL MARKETING SCORECARD

A photograph of a person's hands typing on a laptop keyboard. The laptop is open on a blue table. In the foreground, there is an open notebook with some handwritten notes. To the right of the laptop is a white ceramic cup of coffee on a matching saucer with a spoon. In the background, there is a vase with white roses. The overall scene is a workspace for a vacation rental business.

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WHAT'S YOUR VRMS?

Are you leaving money on the table?

Marketing plays a massive role in how much money your vacation rental homes make— or don't make. And chances are you're not using all of its power to maximize your revenue.

When your vacation rental marketing isn't on-point, your potential guests are passing you by— and booking a week at the home down the street instead.

Vacation rental marketing isn't rocket science. But there are a few key things you can do that will have guests clicking right by your competition, knocking down your door, and burying you in an avalanche of five-star reviews.

If you're worried you're making some crucial marketing mistakes that are alienating your potential guests— and sending them running to your competition— take this quiz, calculate your **Vacation Rental Marketing Score (VRMS)** and find out.

Find out if your vacation rental marketing is humming along and raking in the revenue— or if a few small mistakes are costing you thousands in potential returns.

For each statement, give yourself a score from 1 to 5 based on the responses attached to each number. At the end, add up your VRMS total and find out where you stand.

- 1— Strongly Disagree
- 2— Sorta Disagree
- 3— Kinda Neutral/Not Really Sure
- 4— Sorta Agree
- 5— Strongly Agree

My Ideal Guest

- ___ I know exactly what my ideal guest looks like and where they're from.
- ___ I know what my ideal guest dislikes and what bothers them.
- ___ I could easily describe my ideal guest with five thoughtful adjectives right now.
- ___ Subtotal for this section

Prepping My Pad

- ___ The beds in my vacation rental are made up with only high-quality white sheets.
- ___ I have a designated, locked owner's closet in each of my homes.
- ___ All personal items and knick-knacks have been removed from my vacation rental.
- ___ I invest money in quality towels, sheets, dishware, glassware, and paper products.
- ___ I spend at least one evening per year in my vacation rental home.
- ___ Subtotal for this section

My Branding

___ I understand the importance that branding plays in my vacation rental business.

___ My vacation rental home/company has a clean, recognizable logo.

___ My vacation rental home/company has a memorable slogan/tagline.

___ The tone of my website matches the tone of my location.

___ Subtotal for this section

My Website

___ I have a website that can easily accept direct bookings.

___ My website is clear, concise, and easy to navigate.

___ My website has been updated within the last three years.

___ My website has an active blog that is updated regularly.

___ Subtotal for this section

Photographs

___ All of my vacation rental home's photos were taken on a bright, sunny day.

___ My vacation rental home's photos are in an easy-to-follow order.

___ Each of my vacation rental home's photos includes a detailed caption.

___ Each of my vacation rental homes has a still-life, staged photo with a sensory image.

___ Each of my vacation rental homes has at least one photo at dusk with the lights on.

___ Subtotal for this section

Descriptions

- ___ Each of my vacation rental homes has a well-written description.
- ___ Each of my vacation rental home's descriptions uses sensory words.
- ___ Each of my vacation rental homes has a memorable, vibrant name.
- ___ Each of my vacation rental homes has a catchy, descriptive headline.
- ___ Subtotal for this section

SEO

- ___ I know what "SEO" stands for and how it works.
- ___ My website copy incorporates SEO keywords that my ideal guest uses to find me.
- ___ My blog page also uses these valuable keywords regularly.
- ___ My website ranks on page 1 of Google for a number of my target keyword searches.
- ___ At least 30% of my bookings come directly through my website.
- ___ Subtotal for this section

Email Marketing

- ___ I collect all the email addresses of my past and potential guests.
- ___ I have a monthly or bi-monthly newsletter that I send to my past and potential guests.
- ___ Subtotal for this section

Review Responses

___ I respond to all the reviews on my website.

___ I respond to all of the reviews on my OTA listings.

___ I thoughtfully respond to my negative reviews & can easily spin them in my favor.

___ Subtotal for this section

Facebook

___ I have an active Facebook business page for my vacation rental(s).

___ I post at least three times per week to Facebook.

___ My posts are a mix of local interest and home features.

___ I like and comment on other local interest pages regularly.

___ Subtotal for this section

Instagram

___ I have an active Instagram business account for my vacation rental(s).

___ I post to Instagram at least three times per week.

___ I like and comment on other local interest pages regularly.

___ I use hashtags to get my posts seen by more people.

___ I use my Instagram stories to grow my following.

___ Subtotal for this section

Pinterest

- ___ I have an active Pinterest business account for my vacation rental(s).
- ___ I post only high-quality images and eye-catching content.
- ___ My boards are a mixture of local interest themed and home themed.
- ___ I use SEO keywords in my pin captions to help them rank on Google.
- ___ Subtotal for this section

Now, add up each of your subtotals to get a final grand total number.

___ Your Vacation Rental Marketing Score (VRMS)



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YOUR VRMS

If your VRMS is 200-230:

Wowzers! You are killin' it. Your vacation rental marketing is on point and your booking calendar is probably filled to the brim.

You could probably teach me a thing or two. Bravo!

If your VRMS is 150-200:

You're doing... okay. You've been testing out some vacation rental marketing strategies and having a bit of success. But it's time to up your game and get serious about promoting your homes and maximizing your bookings.

I've created an easy-to-follow course called **Rave Reviews & Revenue** that's a clear path to take your vacation rental business from so-so to massive success. Let's do this.

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YOUR VRMS

If your VRMS is 0-150:

Oof. Tough love time. You're leaving lots of money on the table. And you're making some critical mistakes that are leaving your booking calendar emptier than you would like. Your vacation rental marketing needs some serious attention.

But, fear not— establishing a marketing plan that will bring in those bookings is not as complicated as you think.

I've spent over a decade in vacation rental management & marketing and I've specifically created **Rave Reviews & Revenue** just for you— to show you an easier, simpler, more concise path to more money.

It's time to increase your booking revenue, decrease your stress, and create the successful vacation rental business you've been dreaming about.