



SHORT TERM RENTAL

CASE STUDY

STARTING POINT:

- This particular, tenacious client approached Catch The Beat, in order for her to spice up her Social Media, and revolutionize her online presence.
- Her goal was to gain an additional 30 STR (Short Term Rental) listings for the year.
- She had difficulty reaching her specific clientele via Social Media, and needed guidance.



PROCESS:

- We began the process by conducting a short message clarification workshop, to ensure that we fully understood the clients needs and goals - and to set a clear strategy that would guarantee the results.
- We implemented content marketing strategies combined with organic outreach campaigns.
- We later introduced Funnel Marketing and added a conservative amount of media spend, to add an additional success stream.

RESULT:

- Our client added an additional 16 property listings in 4 months.
- 53% of the goal had been reached in Q1 already!

WAY FORWARD:

- Our STR client now has assets that are working for them.
- The next step would be to introduce SEO in order to increase, and expand the already established marketing ecosystem.
- CTB continues to Expand their Kingdom!

Contact CTB today to Expand your Kingdom