

INBOUND MARKETING *for Vacation Rentals*

Case Study



THE CLIENT



Reservations Unlimited manages over a 100 vacation rentals in Red River, NM. Their diverse offerings include rustic cabins and riverside lodges, condos, homes, and townhouses.



Note: All statistics measure growth beginning December 2016, and ending July 2017

WHAT'S INBOUND?



Inbound Marketing effectively engages visitors by providing content they are already searching for.



Results: This brings the right visitors to a company's website, resulting in more leads, customers, and a growing business.

ATTRACT: BLOGGING




Attracting new visitors is the first stage in the inbound marketing process. We chose to publish regular blog posts and news updates to attract more potential guests to the website.

Blog Posts

We choose blog topics that match what our potential guests are looking for and want to know, including area information, trip suggestions, town history, and more.


Example blog posts include:

- ☆ Family Fishing in Red River, NM
- ☆ Exploring the Hiking Trails in Red River, NM
- ☆ The Bears are Back in Red River, NM
- ☆ Family Friendly Vacations in Red River, NM




FAMILY FISHING IN RED RIVER, NM
2017-07-26

Red River is a unique spot for fishing through the middle of the town and locals alike love to sit down by the bank.



EXPLORING THE HIKING TRAILS IN RED RIVER, NM
2017-07-12

Life can sometimes be so busy that finding tranquility. Being bottled up in an outdoor setting where you can enjoy the view is a great way for you to rejuvenate. It's more difficult than you think.



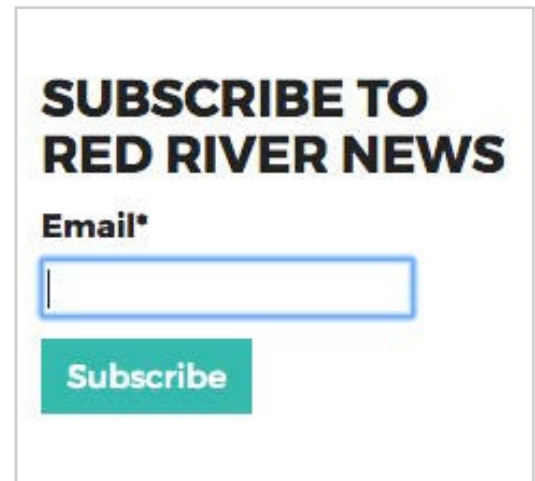
RELAX, REVITALIZE AND REJUVENATE IN RED RIVER, NM
2017-06-19

By Exploring Red River Mountain of the South you can make a great summer vacation. Folks in hot climates enjoy the ranges in the 70's and 80's.

ATTRACT: BLOGGING

Red River News

Reservations Unlimited also provides current news, alerts, and town information relevant to anyone staying or planning to stay in the Red River area. This type of information increases Reservations Unlimited's credibility and brand awareness in the area.



**SUBSCRIBE TO
RED RIVER NEWS**

Email*

Subscribe

Website Traffic



+71%
Website Traffic

December 2016: 4,972 total visits -> July 2017: 8,477 total visits

— CONVERT: PREMIUM OFFERS —



After attracting potential guests to the website, the next step is to convert them into leads by gathering their email address, name, etc. We do that by offering free premium content in exchange for the visitor's contact information.



+31,285%

Total Leads Gathered

December 2016: 7 total leads → July 2017: 2190 total leads

DELIGHT: SOCIAL MEDIA



We love to delight our previous guests and encourage them to come back again and again.

The Scavenger Hunt

As part of delighting our Facebook, and Twitter followers, we ran a social media scavenger hunt. Over two months, we posted photos of locations found in Red River at least once a week on Facebook and Twitter, asking for guesses.

This game was fun for previous guests and lovers of the Red River area, inspiring many to want to come visit again. The following screenshot is from a scavenger hunt post on July 25, 2017.



DELIGHT: SOCIAL MEDIA



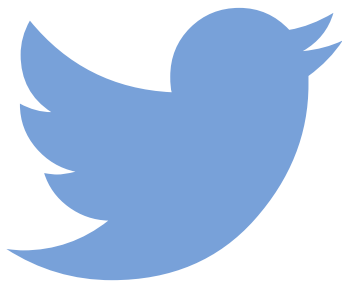
+1123%

Engagement Rate
(+166 Page Likes)



+181%

Growth Rate
(+145 Followers)



+8440%

Engagement Rate
(+19 Followers)

THE REVIEW

Here's what David Wilcox, owner of Reservations Unlimited had to say about his inbound marketing experience:

"It is my greatest pleasure to recommend the services of Captevrrix for all inbound marketing, content generation services as well as social media management.

I have only worked with the team at Captevrrix for a short time, however it was one of the first and best decisions I made after purchasing a vacation rental management company in 2016. The Captevrrix team took a very basic marketing plan and worked with me within my budget to expand the plan to ensure that we achieve and maintain consistent contact with our previous guests as well as continue to reach out to potential new guests.

Reservations Unlimited LLC has had an exciting year even while struggling to overcome many difficulties. Without any hesitation, I can confirm that the team at Captevrrix deserves much of the credit for the turn around my business has experienced towards profitability and improving guest satisfaction through better communication.

We are happy to consider all of the employees at Captevrrix as part of our team and look forward to a long relationship."



Going Inbound?



Could your marketing use some help? Let's work together to kickstart inbound marketing and get real results.



- ☆ Research & Strategize
- ☆ Create Unique Content
- ☆ Implement Strategy
- ☆ Engage Audience
- ☆ Analyze Results

Interested?

Contact us to schedule a no-obligation, free consultation to >>

Thank You!