

MINT STR HOSTING



SOCIAL MEDIA MANAGEMENT FOR SHORT- TERM RENTALS

SERVICES & PRICING GUIDE



Hello there!



Entrepreneur | Vacation Rental Educator

My name is Lace Hernandez, and I'm so happy you decided to take a first step towards a thriving social media for your vacation rental property.

I love experiencing each place I visit as a local, and that's how I became obsessed with the vacation rental industry. I happen to also be very interested in social media for businesses. So I found an opportunity to help you, host, reach your prospective guests through marketing on social media.

Host, this is an excellent opportunity to start developing a brand, defining your niche, and start marketing to the right audience. Let's work together to create a strategy that will help you convert followers into paying guests.



**FOLLOW ME ON SOCIAL MEDIA AND
NEVER MISS A TIP, A STRATEGY, AND
A FREEBIE!**

SOCIAL MEDIA SOLUTIONS

I focus on providing social media solutions for short-term rentals. From content creation to full account management, my goal is to make your profile discoverable, and your rental profitable.



SOCIAL MEDIA MANAGEMENT: CONTENT CREATION & ENGAGEMENT

During this 6-month plan, I will create and share content to increase your reach. What's included?

- Initial 60-min Strategy Call
- Profile Optimization
- Weekly content, caption & hashtags sets
- Monthly metrics report
- Monthly 30-min check-in call
- Text support
- Select from the following packages, based on your business goals:

GOAL	PURPOSE	CADENCE	INVESTMENT
BRAND MAINTENANCE	For active accounts that want social proof and brand awareness on Instagram.	<ul style="list-style-type: none">• 3 posts per week• 1 reel per week• 3 story sets per week• 2 days, 15-min outbound engagement	\$697/mo
AVERAGE GROWTH	For recent or low activity accounts that expect average growth, and Instagram is part of their customer acquisition strategy.	<ul style="list-style-type: none">• 5 posts per week• 2 reels per week• 3 story sets per week• 3 days, 15-min outbound engagement	\$897/mo
AGGRESSIVE GROWTH	For new accounts that expect rapid growth, and Instagram is the main customer acquisition platform.	<ul style="list-style-type: none">• 7 posts per week• 3 reels per week• 5 story sets per week• 5 days, 15-min outbound engagement• Monthly Outreach (bloggers, influencers)	\$1297/mo

A vertical photograph showing a wooden desk with a laptop and a large green plant. The desk is made of light-colored wood and has a laptop on it. A large green plant with broad leaves is positioned behind the laptop. The background is a plain, light-colored wall.

THANK YOU!

**I hope to hear back from
you soon!**

Happy hosting,

Lace Hernandez