

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 Analytics Report
- Monthly 30-min check-in call
- Voxer Support
- Select from the following packages, based on your business goals:

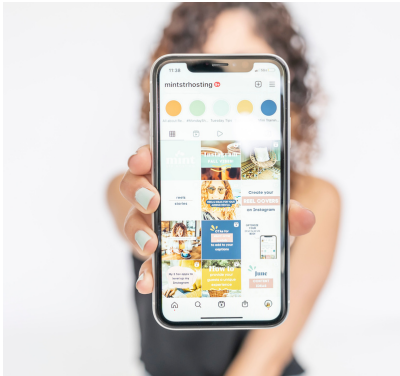
GOAL	PURPOSE	CADENCE	INVESTMENT
<b>BRAND MAINTENANCE</b>	For active accounts that want social proof and brand awareness on Instagram.	<ul style="list-style-type: none"><li>• 3 posts per week (static, videos, carousels, reels)</li><li>• 3 story sets per week</li></ul>	<b>\$897/mo</b>
<b>AVERAGE GROWTH</b>	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"><li>• 5 posts per week (static, videos, carousels, reels)</li><li>• 5 story sets per week</li></ul>	<b>\$1297/mo</b>
<b>AGRESSIVE GROWTH</b>	For new accounts that expect rapid growth, and Instagram is the main customer acquisition platform.	<ul style="list-style-type: none"><li>• 7 posts per week (static, videos, carousels, reels)</li><li>• 5 story sets per week</li><li>• Monthly Outreach (bloggers, influencers)</li></ul>	<b>\$1500/mo</b>

[CLICK HERE TO GET STARTED!](#)



# ADD-ONS

Marketing is more than just Instagram! A good marketing strategy involves a well-thought digital presence. So if you're looking to go even further with your social media, we have a selection of add-ons we recommend to maximize your STR visibility.



### ENGAGEMENT SERVICES - \$300/month

Crafted specifically to enhance your IG property's visibility and foster meaningful connections with your follower. What's included?

- Initial 30-min Onboarding Call
- Outbound Engagement, 15-min x 5 days/week
- Inbox Management



### PINTEREST MARKETING - \$400/month

Designed to leverage the unique strengths of Pinterest as a visual discovery engine, our service offers a suite of features to elevate your property's online presence:

- Initial 30-min Onboarding Call
- Account Optimization
- Content Strategy
- Pin Creation & Scheduling
- Monthly Analytics Report



### EMAIL MARKETING - \$300/month

Crafted to augment your marketing efforts and streamline communication with your past & prospective guests. What's included?

- Initial 30-min Onboarding Call
- Platform Integration
- Email Automation
- Monthly Newsletter

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