



Good marketing is at the heart of every business, but good marketing takes time. Time that you, as a rental manager, likely do not always have. Running a vacation rental company is hard work and it never takes a day off, and we know it. That is why we are here to help you. With a variety of marketing services at your disposal right through VRM, we are literally the only one stop shop in the vacation rental industry. Check out all of our services below and let us help you take your bookings to the next level!

### SEO AUDIT & ONE-TIME OPTIMIZATION

*Starting at \$2000*

- Extensive Keyword Research
- Complete Audit of Website
- Title Tags/Meta Descriptions
- Google Analytics Code/Google Webmaster Tools & more

### REPUTATION MANAGEMENT

*\$250/month*

- Monitor Reviews
- Increase Reviews
- Increase Star Rating
- Improve Online Presence

### MONTHLY SEARCH ENGINE OPTIMIZATION

*Starting at \$1295/month*

- 2 Blogs per mo.
- eCommerce Tracking
- Keyword Research & Tracking
- Google Search Console Management & More

### WEBSITE DEVELOPMENT

*Email for a Quote*

- Responsive
- Fully Tested
- Easy to Use
- Designed for Conversion

### PAY-PER-CLICK ADVERTISING MANAGEMENT

*Starting at \$279/month*

- Account & Campaign Set-up
- Ad Copy Creation
- Keyword Research & Placement
- Ongoing Optimization

### WEBSITE MAINTENANCE PLANS

*Starting at \$199/month*

- Minor Updates
- VRM's Search & Booking Engine Updates
- VRM's CMS Updates
- New VRM Functionality

### EMAIL MARKETING

*Starting at \$350/month*

- Account Set-up & Guest List Import
- List Maintenance
- Monthly Email (additional emails at \$150/mo.)
- Branded Email Templates
- "Join Our Email" link on website

### SOCIAL MEDIA MARKETING

*Starting at \$1395/month*

- 2 Blogs per mo.
- Facebook
- Instagram
- Pinterest
- High Quality Graphics
- Monitoring of Social Accounts

### BLOGGING SERVICES

*\$700/month*

- 1 Weekly Blog Post
- Themed Content with Keywords
- Branded & High-Quality Graphics
- Graphics for Social Media

The VRM Marketing Team consists of a Marketing Director, Email Marketing Manager, SEO Analyst, Graphic Designer, SMM Manager, and staff bloggers & content writers. We provide monthly marketing reports and support meetings to all of our marketing clients. VRM Marketing Services are exclusive to VRM Software clients.



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