**Part 3 – Market Research**

No matter how appealing your villa is, it is how it is packaged and marketed that really catches the eye and captures the imagination. From the design details to the spectacular location, your villa may be catwalk-ready to parade in front of the luxury villa rental market, but you still need to strut your stuff.

1. **Strategy and Analysis:**

Marketing goal, a strategy for achieving that target, and a way of analysing the results. Marketing campaigns can be multi-faceted, reaching out to would-be vacationers through a variety of paid, earned, shared, and owned media channels. This all-encompassing approach and how each part of our marketing plays out needs to be pre-assessed so that it fits together and integrates.

A good place to start is to list things to be achieved and break it down into mini goals. Making sure to check results and allow for flexibility and change. Part of our marketing strategy is ensuring that other departments are delivering too, such as having the best reservation team[in place](https://www.theluxurysignature.com/2016/02/16/the-right-reservation-team-for-your-villa-rental/).

1. **Website Management:**

There is no room for a bad website in terms of words and images, design and navigation. From the coding to the content, our website needs to reflect the quality of our villa. It also needs to be regularly updated. There are so many defunct sites still online that browsers simply click off when they see offers and blogs looking past their sell-by date. Maintaining website also helps push it up the search rankings.

1. **Blogging and Copywriting:**

Blogs are an excellent way to market villa and villa holidays in general; subjects such as reasons you need a villa holiday or how a villa vacation can change your life are great ways to reach out to the luxury market.  We are not just marketing our villa but the idea of villa holidays. Blogging*is* marketing, but it is blogging that gives readers some value too, from top tips to sound advice.

Our website content will be well-written. We will also send articles to other sites and press releases to magazines and other publications. These might be print versions and online editions, local, regional, and international.

1. **SEO:**

Search Engine Optimization, or SEO, cannot be ignored. It is the way in which we can ensure our villa is ranked more highly in online search results. Writing content that integrates SEO through keywords.

1. **Social Media Management:**

[The big advantage of social media](https://www.theluxurysignature.com/2015/07/09/power-social-media-promote-property-rental/) is that it is open to all. The *dis*advantage is everyone including your competitors are using it too. The main marketing code to keep in mind is to think about relevance. A well-placed quiz, beautiful images, or an appealing blog link on social media can be quickly shared. This means that our followers are accelerating our marketing strategy for us.

1. **Relationship Building:**

Marketing requires solid relationships. This may mean getting to know complementary businesses in our area so that we can promote our villa on their site. Connecting with writers who have an interest in our part of the world, or the travel and hospitality industry, and even contributors to luxury-focused publications.  Just as much as we might want to sing the praises of our villa, there are other individuals and businesses willing to give a platform or even join in the chorus alongside.

1. **Paid Media Management:**

This is one of the modern marketing strategies. This may be incorporated into search pages or through social media platforms such as Facebook and Twitter. One major advantage is that results are traceable, and costs are often low, meaning we can monitor success and steer marketing campaign accordingly.

1. **Creative Skills:**

Nowadays there is a greater acceptance for blogs that are written by ‘real’ people talking about ‘real’ experiences. An experienced marketing editor can work wonders with raw copy too, polishing the content enough so it really shines. Marketing skills will include photography, graphics, and video content. A photograph accompanied by one sentence can pack a powerful marketing punch compared to reams of wordy text.

1. **Email Marketing:**

E-blasts are an effective and affordable way to market villa. Taking a scatter-gun approach and aiming at a target, even if it is moving. Making an emailing list of potential clients.  In the luxury market it is not a numbers game, but about showing those who *could* be interested what we have to offer. A subscription sign-up or enquiry form on the website can drive contacts into our business more easily.

1. **Event Planning:**

Creating online ‘events’ or real-life events to market our villa, such as invitations to visit our villa or a competition to win a villa stay, for example. Marketing our villa at certain pre-existing events, such as at exhibitions, interacting with villa seekers face-to-face, or asking our marketing team. Being proactive and putting assets out there adds to interest levels as we will be showing what our villa has to offer.

**Process**:

USE DIGITAL TOOLS AND FIND RELIABLE SOLUTIONS.

SponsorMyEvent, Sponeasy

BE SPECIFIC ABOUT GOALS, VISION, DEMOGRAPHICS.

KNOW WHERE TO LOOK.

CREATE A LIST OF IDEAL SPONSORS

CONNECT WITH EVENT SPONSORS

BUILD A LIST OF TARGETED PROSPECTS

IDENTIFY AUDIENCES

CRAFT A SELLING PROPOSITION.

MISSION, VALUE, STORY, AUDIENCE, BENEFITS

BUILD A LONG-TERM RELATIONSHIP TO KEEP SPONSORS

DESIGN YOUR EVENT TO ATTRACT SPONSORS

KEEP SPONSORS INFORMED/ SHARE ROI

1. **Create a list of ideal sponsors**:

Think about the needs of your attendees, list companies who meet those needs, and you’ll end up with a broad range of potential sponsors. This will tell you what are they looking for when they choose to sponsor you? How will sponsoring you benefit them, and how will affiliation with their name benefit you?

Now that you’ve built your list, organize your list of prospects into a spreadsheet. Include the following columns to help you track sponsor outreach efforts:

* Company
* Decision Maker
* Contact Made
* Meeting Booked
* Proposal Submitted
* Follow-up Meeting
* Outcome

1. **Use Digital Tools:**

Event planners could find sponsors and sponsors could find event planners. Build a professional brand image. This is a digital way to introduce new audience to your organization. This promotes brands and products online, which is digital marketing

1. **Be Specific About Goals, Vision, Demographics**:

Clearly communicate the mission and objectives of your event as you meet with prospective sponsors. Similarly, it is very important for the sponsor to articulate their company mission and brand values to you as the event organizer. Your demographic is the market you're after, and you want to have statistics about that market at your fingertips

1. **Craft A Sponsorship Proposal**:

The fastest way to demonstrate the value of what you can offer potential sponsors is through a Unique Selling Proposition. A great sponsor proposal includes

1. Event’s mission or cause
2. What you offer is value to sponsors?
3. What defines your event's audience? (Identify Audiences)
4. How the sponsor will benefit from the relationship?
5. What differentiates your event from others? Benefits
6. Actual amount of money
7. Promising deliverables
8. Do not sell yourself short
9. Be brief
10. **Identify audiences**:

Speak about opportunities and special audience access

1. **Build A List Of Targeted Prospects**:

Not every individual and every company is going to be an ideal fit for your event and your audience. Once this is done, you can start researching organizations and individuals to place into these categories and use spreadsheets

1. **Connect with event sponsors:**

Be personal and concise in your initial approach

* **Draft an elevator pitch:** Write two to three lines about the type of event you’re organizing, the value to a potential sponsor, and a request for a short meeting. Practice delivering this pitch if you meet a prospect in person.
* **Connect with prospects:** As you approach potential sponsors, your goal is to get a meeting — not close a deal immediately. Connect with sponsors by attending events, interacting on social media, reaching out on LinkedIn, or sending emails.
* **Follow up kindly:** Always follow up. Decision makers are busy, so it’s not a “no” if you haven’t heard back. Show respect for their time by keeping it brief and to the point. Reiterate your value statement and ask to meet.
* **Meet and listen:** Bring your data, but don’t overwhelm by presenting everything. Instead, ask sponsors how they measure success and cherry-pick the information that’s relevant to them. Most importantly, take notes about what they want to customize your proposal.

1. **Design your event to attract sponsors:**

* **Customize your proposal:** Use what you’ve learned about their objectives to show how your event can help achieve their goals and justify the spend.
* **Get them excited:** Create a one-of-a-kind event experience with an experiential marketing campaign. At BottleRock Napa Valley, wineries build out and host areas with hardwood floors, chandeliers, and white leather couches in which their patrons can sit back and sip wines.

1. **Build a long-term relationship to keep sponsors:**

Satisfy the needs of your sponsors so they come back to build exciting experiences attendees love. Use this list to strengthen your relationship with sponsors.

* Once a proposal has been accepted, make a checklist so that you keep the promises that have been made.
* Keep your sponsors informed and involved leading up to the event.
* Stay flexible. If a small adjustment to plans can benefit your sponsor without cost to you, make it with a smile.
* Be a generous host. If you can extend VIP amenities or other positive experiences to sponsor employees, do it.
* Share data about the results of sponsoring your event (impressions gained, brand mentions, sales, and leads generated).

1. **Share ROI Data**:

Headcount, influencer attendance/outreach, social media mentions, press coverage, attendee data collected. Keep sponsors informed

**Identifying Key Sponsors**:

There are many events that have taken place or will take place in Las Vegas according to the Vegas large conference events calendar. The ways to identify key sponsors for these events are:

1. Searching for sponsor logos with a link or description on the company website before the event
2. Looking for sponsor graphic logos or mentions on social media or at press releases
3. Focus on media outlets and broadcasts
4. Looking at banners, place signages, steps with sponsor logos in the main areas of the event space (table, entrance, stage)
5. Continuously engaging on social media for live videos, photos, reports, blogs and articles
6. One can also look at previous year’s events and who were the sponsors (Example. CES Annual Trade Show)
7. One can also reach out to the event companies through email or through company website for getting more information on the sponsors

**Targeting company to try and market the Villa for event space**:

1. Enough space to accommodate all
2. Amenities
3. Closer to event location
4. Reviews and ratings
5. Pick up and drop service
6. Offers and discount
7. Consistent, professional and match your brand guidelines
8. In room WIFI
9. Mobile check in key