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| **Website Management**  From the coding to the content, our website needs to reflect the quality of our villa | **Strategy and Analysis** Listing things to be achieved and break it down onto mini goals, also making sure to check results and allow for flexibility and change. |
| **Blogging and Copywriting** We will not just be marketing our villa but the idea of villa holidays. | **Search Engine Optimization** It will be used to ensure our villa is ranked more highly in online search results. |
| **Social Media Management** Keeping relevance in mind we will be creating a quiz, beautiful images, or an appealing blog link on social media which can be quickly shared. | **Relationship Building** Knowing complementary business in 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 travel and hospitality industry, wedding planners and even contributors to luxury-focused publications. |
| **Paid Media Management** Modern marketing strategies have major advantage of traceability and can be incorporated into search pages or through social media platforms such as Facebook, Instagram, YouTube, and Twitter. | Creative, creativity, idea, inspiration, life skill, thinking icon **Creative Skills** Marketing skills will include photography, graphics and video context. A photograph accompanied by one sentence which will pack a powerful marketing punch compared to reams of wordy text. |
| **Email Marketing** E-Blasts are effective and affordable way to market villa. A subscription sign-up or enquiry form on the website can drive contacts into business more easily. | **Event Planning** Marketing our villa at certain pre-existing events, such as at exhibitions, interacting with villa seekers face-to-face, or asking marketing team. |

**Why do you market Palm Place Villa?**

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.