

Content Strategy:

- post 2 - 3 times / week
- posting on Facebook and Instagram
- post a mixture of families and the Lane, pictures of the Lane and things to do around eg. hiking, etc.

Upcoming Weeks:

- run Facebook ads to get leads for potential time share owners
- Come to the Lane to take photos for Social Media and the new website
- Design and Launch the new website (Prototype will be sent out within the next two weeks)
- Start a tiktok once we have more video footage of the Lane that will result in thousands more views and people learning about the Lane
- Possibly get a drone in to get aerial footage of the Lane.
- Introduce email marketing to try and get back those who have only come to the Lane once.