

Your 5-step Holiday Cottage Marketing Plan



Know your audience



Set your goals



Choose strategies



Implement



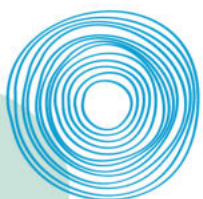
Measure



Know your audience

1. Know your audience

Describe your ideal guest:





Set your goals

2. Set your goals

Outline your goals - keep them SMART

Specific - no vague wishes - stick to numbers

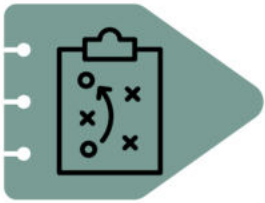
Measurable - make sure you can measure your progress

Achievable - aim high but keep it real

Relevant - do your goals contribute to the wider aims of the business?

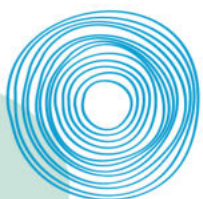
Timebound - when will you achieve it by? Include a deadline





Choose strategies

3. Choose strategies

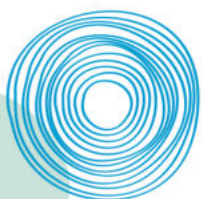




Implement

4. Implement

What actions need to be undertaken?





Measure

5. Measure

Look back at your goals - what progress are you making? Use the progress bar below to keep track; shade the box as you move towards achieving your goals set out in step 2. Use the second column to jot down any additional actions needed to move closer to success.

25%	50%	75%	100%	
Goal 1:				Action
<input type="text"/>				
Goal 2:				
<input type="text"/>				
Goal 3:				
<input type="text"/>				
Goal 4:				
<input type="text"/>				
Goal 5:				
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Your 5-step Holiday Cottage Marketing Plan

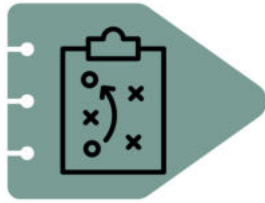
Now you have your action plan you are all set to take your holiday cottage marketing to the next level. Be sure to review progress at least every quarter to maintain focus and tweak where necessary.



Know your audience



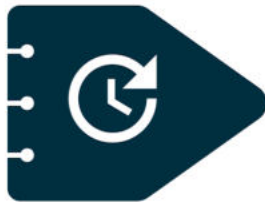
Set your goals



Choose strategies



Implement



Measure

And if you'd prefer to leave the marketing to someone else, give us a shout. We can do all of this for you, leaving you to focus on your guests.

Email: Lucy@PerfectBalanceMarketing
Web: PerfectBalanceMarketing.com

