



DIGITAL MARKETING STRATEGY



RESPONSIVE & OPTIMIZED WEBSITE

Hobbs Realty's website is a responsive and optimized Refusion website, built and managed by Bluentent Marketing. It connects directly to our property management system, providing real time availability of properties. We engage in regular User Experience (UX) and User Interface (UI) design audits, adjusting website layouts to create an engaging user experience.



SEARCH ENGINE OPTIMIZATION (SEO)

SEO is vital to ranking organically on search engines like Google, Bing, and Yahoo. This is an effective way to grow brand awareness and drive bookings. Hobbs Realty follows SEO best practices and engages in the following tactics:

- Monthly Analysis & Reporting
- Advanced Tracking with Google Tag Manager
- Google Analytics Management
- Google Search Console Management
- Bing Webmaster Tools Management
- Keyword Research & Competitor Tracking
- Internal Linking & Backlink Building
- Local Citation Management
- User Experience (UX) Analysis
- User Interface (UI) Analysis



CONTENT CREATION

Publishing unique content on a regular basis is an essential component of a well-rounded digital marketing strategy. This content is then utilized in email marketing and social media to drive guests back to the website. The following content categories are updated to provide guests and potential guests with Holden Beach vacation planning tips, ideas, education, and travel motivation:

- **Local Events:** upcoming Holden Beach area events
- **Things To Do:** details on Hobbspitality Discounts, dining, entertainment, activities, and more
- **Holden Beach Blog:** details on the latest and greatest on Holden Beach
- **Holden Beach Webcam:** a live webcam showcasing our beautiful beach



PAID ADVERTISING

Digital advertising is the practice of showing targeted ads to highly qualified audiences utilizing machine learning and artificial intelligence. Digital advertising allows us to reach consumers who are not yet familiar with our brand, engage with our repeat guests throughout the year, and grow our brand following. We participate in the following paid advertising strategies:

- Search Network Advertising on Google and Bing
- Display Advertising on Google
- Dynamic Display Advertising on Google
- YouTube Video Advertising
- Facebook and Instagram Advertising





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EMAIL MARKETING

In addition to sending at least two targeted emails per month, we have created the following automated emails:

Automated Stay-Cycle Emails

Emails are automatically triggered when a person stays at a Hobbs Realty vacation home:

- Reservation Confirmation Email
- Guestweb Portal Email
- Payment One
- Payment Two
- Pre-Arrival
- Trash Rollout & Housekeeping Instructions
- Mid-Stay Email | Property Review Request
- Check-Out Instructions Email
- Post-Departure | Review Request Email
- Offer to Book for Next Year Email
- Advance Reservations Email

Automated Journeys

Emails are automatically triggered when a person interacts with the Hobbs Realty brand:

- Welcome Email
- Cart Abandonment
- Leads Email

Automated Transaction Emails

Emails are automatically triggered when a person completes any of the following actions:

- Contact Us Form Completion
- Real Estate Inquiry Completion
- Rental Inquiry Completion
- Share Real Estate Listing or Search Results
- Share Vacation Rental Listing or Search Results
- Unsubscribe



SOCIAL MEDIA MANAGEMENT

Maintaining an active presence on Social Media sites is an important way to engage with past, potential and current customers. It is also used as a tool to share Hobbs Realty content, driving website traffic and ultimately more bookings. Hobbs Realty maintains an active presence on the following social media channels:

- Facebook
- Instagram
- YouTube (featuring unique, locally produced videos of Holden Beach and rental properties)
- Twitter
- IGTV Sales Videos



ONLINE TRAVEL AGENCY (OTA) LISTINGS WITH AIRBNB

For pennies a day, we distribute our vacation rental properties to Airbnb with Bluetent's Rezfusion Boost. This automated process ensures accurate availability, putting your vacation rental property in front of a huge audience.