Join The Adventure

Integrated Marketing Campaign - Service
Anna Reier, Blake Lee
Mound Westonka DECA

April 23, 2022
Mound Westonka High School
5905 Sunnyfield Rd. E
Minnetrista, MN, 55364
# Table Of Contents

I. Executive Summary..................................................1

II. Description of Service........................................2

III. Campaign Objectives...........................................2

IV. Campaign Target Market........................................3

V. Campaign Activities and Schedule.........................4

VI. Budget........................................................................9

VII. Key Metrics.............................................................9

VIII. Bibliography..........................................................10
I. Executive Summary

Description of The Event, Product, or Service

Rentals For Adventure is a Vacation Rental Company owned and operated by our DECA Advisor Julie Thomas, and her husband, Ben. RFA is centered around the principle of providing consistent quality for its customers. Thus, building both a strong customer base and name recognition. RFA is separated into 2 sectors, the existing rental homes, and the website. The company currently has 4 homes, 2 in Arizona and 2 in Montana. Right now, the homes are primarily booked through outside corporations like VRBO or Airbnb. However, one major goal of this campaign is to redirect traffic to the Rentals For Adventure website. In regards to the website, it currently only features homes owned by the company and the owners themselves. The owners are also looking to expand the website to include 3rd Party Rentals, another main focus of our campaign. With this campaign, we hope to work closely with Ben and Julie to propel Rentals For Adventure forward and help them expand their brand presence in both company sectors.

Campaign Objectives

- Increase overall Website Traffic
- Acquire/Purchase 2 properties per year
- Increase Number of 3rd Party Rentals

Campaign Target Market

Primary:
- Demographics: Ages 25-65
- Various Income (Disparities across Country)
- Geographics: Across the US
- Psychographics: Enjoy Traveling Enjoy Outdoor Activities

Secondary:
- Demographics: Ages 30-70
- Higher Income
- Geographics: Across the US
- Psychographics: Rental Owners (Customer-Centered Owners) Interested in Passive Income Streams

Campaign Activities and Schedule

- October 1st: Campaign Start
- October 2nd: Social Media Launch (RFA and OFA)
- October 4th: Membership Program Released
- October 15th: Release Date: New Owner Course
- November 1st: Campaign End

Key Metrics

- Website vs VRBO Booking Ratio
- Money Generated over 45 Day Period
- 3rd Party Rentals on RFA Website

Budget

- OFA: Existing Owner Course: $990
- RFA: Social Media: $990
- OFA: New Owner Course: $2,000
- RFA Cost: $990
- OFA Cost: $4,990
- Total Cost: $5,980

Conclusion

By implementing the "Join The Adventure" campaign, Rentals For Adventure will be able to fulfill its company goals and objectives by expanding its own rental ownership and its website to renters and owners across the country. We highly recommend you implement our campaign to increase Rentals For Adventure’s revenue streams through each of these income sources. We look forward to meeting with you in March to further discuss our plan.