



Grow your  
accommodation  
business

OPTIMISATION

 flairbnb

Boutique Property Management

[flairbnb.com.au](http://flairbnb.com.au)

# Pimp your listing

The listing is the first time most people will see your property. It's essential to make a good first impression.

## HIGH CONVERSION RATES

The two main ingredients for higher conversion rates are professional quality images and beautiful words.

What is conversion? That is the number of times your accommodation appears in a search, is clicked and then ultimately booked.

Why images? The images you post will tell the story of your property. You need to create the visual where people can see themselves staying in your property. A professional photographer will consider light and composition as the main ingredients to a great photo. S

## QUICK PHOTO TIPS

Check for creases in linen and curtains

Make sure sheets are tucked in and doonas are straight

Look for misplaced - a wire hanging down, weirdly placed towel, toilet seat up or clutter on benches. Make sure everything is neat and tidy.

Take the time to style for your photos - but do not over style. You are not taking photos for a living magazine. You want people to feel they can make your space a home.

Importantly, 65% of people say they are visual learners - and fewer people are reading.

Why words then? The words you use need to tell people 'What Is In It For Them'. Why should they stay at your place? It's not just about a list of benefits.

Beach views could be described as "enjoy your morning coffee or your evening wine watching the ocean from your own veranda". Or a spa can be described as "slip into the private spa and enjoy time out after a busy day exploring".

## SEARCH

Potential guests on Airbnb, Booking.com and Homeaway already have where and when they are travelling and this will be the first search filters they use. It is important you have your location correct and availability up-to-date.

Guests will also search based on price and amenities. This is why it is important to be competitively priced against like properties in your area and list ALL of your offerings .

# Improving your chances

## **BOOST THE LISTING**

Booking management websites like Airbnb, HomeAway and Booking.com will help you to maximise your occupancy rate at your property.

- Properties with positive guest experiences are ranked highest - gather your reviews
- Instant book properties will also come at the top
- Regularly update your listing including your calendar availability
- Use a catchy & descriptive title
- Longer descriptions work (minimum 500 words)
- No minimum night bookings
- Disclose your House Rules
- Polish your host profile
- Answer enquiries instantly and be responsive to both enquiries and requests
- Invite people to save your property to their wish list. If you can't help them this time, maybe next time.

## **TURNING PRO**

You might be happy with the bookings you receive from your booking platform, or you might want to increase the profile of your property even more.

This is especially important for properties which are unique or have a higher per night rate. There are plenty of ways to optimise other sources that can drive traffic to your listings.

## **GOOGLE MY BUSINESS**

- A listing will give you a Google Maps pin, making it really easier for guests to find you
- 
- Ability for people to give you google reviews
- 
- Rank higher in organic google searches

# Spread the message

## FACEBOOK

This is a great place for you to promote your property and also the things to do in the area. Events are a great way to encourage people to book with you.

You can add functionality into your Facebook Page that can make it easy for people to find your property, book with you and also leave reviews.

It is important to keep your page updated - at minimum of one post per week and up to 4 maximum. Only one in three should be a 'sales' post. Do not spam people or they will flee.

## INSTAGRAM

Instagram is a lovely place for you to promote your accommodation, it is also a great way to interact with your guests, providing them 'Instagrammable' experiences and a tag to share.

Again, if you have an Instagram account you also need to post onto the platform (and Facebook and Insta are connected so it makes it easier to provide content to both) again 4-5 posts a week is ideal.

## MARKETING PLAN

Flairbnb designs and executes marketing plans for each of our properties based on their location, level of luxury and points of difference of the property.

If you would like help with your property then please contact us.

## WEBSITE

Having your own website will help to build credibility with your audience.

It needs to be visually appealing and the functionality you have needs to work. You also need to spend time optimising it, so it shows up in Google searches. Using keywords and meta-descriptions on your website to your benefit.

## PAID ADVERTISING

Once you have all of these basic elements working, you can start to look at paid advertising as a way of boosting your listings, social media and also your website. The online presence will determine the success of the accommodation business.

You need to review the cost versus return on this activity see if it will benefit your bottom line.

It is recommended that luxurious, unique or destination properties employ this tactic, as it is a competitive space and you want to get your property out there.

## THE MISSION

Flairbnb Boutique Property Management is on a mission to provide short-term rental property owners with increased revenue, and guests with quality accommodation. We do this while taking the hassle out of promoting and hosting Flairbnb 5-Star Standard holiday rentals.

Operating in Ballarat, Geelong and on the Surf Coast.

### Eve Fisher Owner



As a successful Airbnb host Eve would like to share her knowledge, and experience, and see others have the same success she has had.

Eve's background is in media and education so communication is her thing, while her passion for tourism has emerged from living in Torquay, one of the busiest holiday destinations in Australia.

### Rachel Allan Owner



Strategic marketing is Rachel's thing. Seeing businesses flourish with effective marketing is her passion.

Rachel's background is tourism management including spearheading Visitor Information Centres and regional marketing. She has also run her own self-contained accommodation, operating at high occupancy.