

Ongoing Marketing Initiatives

In addition to the FindRentals brand, website and strong internet traffic base, the accompanying major categories listed below is where FR engages the travel community & cross promotes its vacation rental managers.



Social Media Marketing



Email Marketing



Content Marketing

FindRentals - Social Media Marketing



Social Networking's Impact on Marketing

The spread of Web 2.0 technology is spurring the growth of websites that allow you to turn user feedback into a search engine marketing strategy. When users make comments, like, follow, tweet and re-tweet, add content, blog about content, submit videos or simply broadcast opinions, FR adds the right accompanying services that help search engines find your listings gain higher exposure.

Benefits of Social Media Marketing

Facebook, Pinterest & Twitter have ushered in a new era of website marketing.

This new class of website uses *social interaction* to provide value to users. These websites also present excellent opportunities

FindRentals - Social Marketing Portfolio of Products Includes



Facebook Page / Likes /
Comments



Twitter Development
Promos



Pinterest
Visual Exposure

Find Rentals Facebook Page

The **FR Facebook.com** fan pages are shared via likes virally. This social media platform is second to none and FR has around 1000 fans & growing allowing properties to be featured & virally shared with thousands of friends around the world. Regular interactions are paramount to leverage this powerful medium. FR works with its property managers to cross promote their own social media brands and properties & offer discounts and promotional posts to www.facebook.com/FindRentals.

FindRentals.com
Travel Agency · Vacation Home Rental · Resort

THIS WEEK

- 304 Page Likes
- 4,203 Post Reach
- UNREAD
- 0 Notifications
- 0 Messages

Recent

- 2014
- 2013
- 2012
- 2011

See Your Ad Here

FindRentals.com
Happy Friday!

WE TRAVEL NOT TO ESCAPE LIFE.

FindRentals.com
Happy Friday!

Like Page

Boost Post

Find Rentals Twitter Channel

The **FR Twitter** Channel is strong and growing with an active industry of hospitality professionals and travelers looking for great deals. FR works with property managers to blast out seasonal and promotional offers to this audience of around 30,000 followers and growing. See the FR Twitter channel page at: <https://twitter.com/findrentals.com>

The screenshot shows the Twitter profile for Find Rentals (@FINDRENTALS). The header includes navigation links for Home, Notifications, Discover, and Me, along with a search bar and icons for messages, settings, and a compose button. The profile picture is a large blue and white 'FR' logo. The banner image is a scenic view of a beach and ocean. The profile information section on the left includes the name 'FINDRENTALS.COM', the handle '@FINDRENTALS', a bio describing unique travel accommodations, website links, and a join date of February 2010. The main content area displays three tweets from the account, all featuring a link to a Pinterest post. The right sidebar shows a 'Who to follow' section with accounts like Harvard Health, AIDS.gov, and WHO, and a 'Trends' section with hashtags like #MeetBaymax and #fitness.

Home Notifications Discover Me Search Twitter

FINDRENTALS.COM
@FINDRENTALS
Unique Travel Accommodations, Vacation Rentals #vacationrentals #travel #beachrentals #travelguide #vacation #rentals
WorldWide
FindRentals.com
Joined February 2010

TWEETS 3,645 PHOTOS/VIDEOS 105 FOLLOWING 3,147 FOLLOWERS 5,575 FAVORITES 3 More

Tweets Tweets and replies

FINDRENTALS.COM @FINDRENTALS · 18m
Indeed, the beauty of this world is all around us, it is constant and ever present. But its manifest pinterest.com/pin/7670199987...

FINDRENTALS.COM @FINDRENTALS · 20m
Eat well. Travel often. #quote #CalypsoStyle FindRentals.com pinterest.com/pin/7670199987...

FINDRENTALS.COM @FINDRENTALS · 23m
This is how I feel about most things in life:P I want to experience the wonders of the world, I'm ti pinterest.com/pin/7670199987...

Who to follow · Refresh · View all

Harvard Health @HarvardHealth Followed by WebMD... Follow

AIDS.gov @AIDSgov Followed by TIME Health... Follow

WHO @WHO Follow

Popular accounts · Find friends

Trends · Change

#MeetBaymax Promoted by Disney Animation

#fitness

#health

Sports Illustrated

Coming HOME

#LeBron

Cleveland Cavaliers

#Gaza

Find Rentals Pinterest Page

Pinterest.com lets you organize and share all the beautiful things you find on the web. People use pinboards to plan their weddings, locate dream vacations, and organize their favorite places and much, much more. The FR Pinterest.com page features properties that get liked and shared across the web by repining and all linked back to the property listing page on FindRentals and can be seen at www.pinterest.com/findrentals.



FindRentals.com
Book Vacation Rental Homes Worldwide for Your Next Dream Vacation!
Vacation Homes Worldwide · www.findrentals.com ·  

Pins from:

 Caz and Craig @yTravelBlog

 Doug Hartman

 karen Barlow

31 Boards659 Pins50 Likes

Follow All

Send Profile

730 Followers235 Following

Words to Travel By



64 Pins

Follow

Travel Tips!



27 Pins

Follow

Hawaii



9 Pins

Follow

Italla



23 Pins

Follow

France



24 Pins

Follow

Brazil



14 Pins

Follow

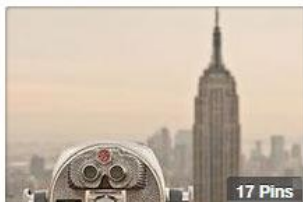
London



21 Pins

Follow

New York



17 Pins

Follow

Benefits of Implementing Multiple Social Media Tools

The most important thing to keep in mind when evaluating a social media campaign is that it is not only a potential direct response medium but other benefits include: traffic, brand recognition, and quality link building.

➔ Traffic

A large amount of visitors will be driven to your site directly from social media websites. Referral traffic comes from Websites which link to and send you visitors, after they come across your content through the social sites.

➔ Brand Recognition

For a fraction of the cost of a banner ad or a PPC campaign, social media outlets provide brand recognition through Website exposure to large groups of people in a way that is non-invasive and valuable, similar to a referral.

➔ Quality Link Building

Becoming popular on social news Websites like Digg or Reddit will result in a large number of links back to your site; some of which may be topically relevant, some not. A good story can realistically acquire a large number of high quality editorial links, most of which cannot be easily bought. The popular social networking sites have high authority and page rank and it is very beneficial to create profiles and include your company's URL. More quality links to your site equals better search engine rankings.



In May 2012, **Nielsen.com**:

- Social networks and blogs dominate American time online, accounting for nearing a quarter of **total time** they spend online
- Nearly 4 of 5 active Internet users visit social networks and blogs
- 53% of active adult social networkers follow a brand
- 70% of active adult social networkers shop online, which is 12% more likely than the average adult Internet user

FindRentals - Email Marketing

Find Rentals Newsletters

The FR newsletter is received by over 170,000 subscribers and growing each month. Properties will be included and featured each month as part of the premium promo package. Regional newsletters are also sent from time to time based on seasonality and events to highlight notable locations, attractions & festivals. See a repository of newsletters at:

<http://www.FindRentals.com/newsletter/>



WATERFRONT RENTALS

Property #55979 | Lake Tahoe, CA

WATERFRONT VACATION ACCOMMODATIONS

From waterfront condos, private villas & luxury lake homes, the ever expanding FindRentals directory is yours to explore. Find a unique waterfront accommodation below or venture to our home page and contact an owner or rental agent today. Enjoy your vacation!



Beach Rentals

VIEW BEACH HOMES



Ocean Rentals

VIEW OCEANFRONT HOMES



Lake Rentals

VIEW LAKE HOMES



Lake Tahoe, CA/NV

Big, Blue & Majestic

VIEW LAKE TAHOE RENTALS

FEATURED DESTINATION: LAKE TAHOE

From crystal-clear, cobalt-blue waters to picturesque snowcapped peaks, capture serenity with accommodations in Lake Tahoe. With over a dozen ski resorts, nearly endless recreational activities, casinos and miles of nature trails, Lake Tahoe can be enjoyed for any occasion at any season.

HOT DESTINATIONS

- [Bahamas, Caribbean](#)
- [Bethany Beach, Delaware](#)
- [Cozumel, Mexico](#)
- [Finger Lakes, New York](#)
- [Gulf Coast, Alabama](#)
- [Gulf Coast, Texas](#)
- [Hilton Head Island, South Carolina](#)
- [Lake Cumberland, Kentucky](#)
- [Lake of the Ozarks, Missouri](#)
- [Maui, Hawaii](#)
- [Mykonos, Greece](#)
- [Outer Banks, North Carolina](#)
- [Ocean City, Maryland](#)
- [Puerto Rico](#)
- [Seaside, Oregon](#)
- [Tampa Bay Area, Florida](#)
- [Tybee Island, Georgia](#)
- [Virginia Beach, Virginia](#)
- [Wildwoods, New Jersey](#)

Book with Confidence

Professionally Managed Properties

BOOK WITH A RENTAL AGENT



315-591-2030



FindRentals - Email Marketing

Find Rentals Destination Guides

FR adds content to its portal daily to achieve fresh, relevant and ranking results in search engines. Travelers who are looking for destination information will find a wealth of historical and current local information. FR includes promos linking back to our property managed listings within the FR destination guides as well as events (see below). This content is found in various search engine directories and once updated, distributed to multiple audiences around the world.

See Guides: <http://www.FindRentals.com/vacations/travel-guides/>



UNIQUE TRAVEL ACCOMMODATIONS



Vacation Rentals | Vacation Rental Managers | Activities & Rental Types | Events | **Travel Guides** | Reservation Center

Travel Guides

- Anna Maria Island
- Aspen
- Barcelona
- Beaches of South Walton
- Belgrade Lakes
- Bend
- Bermuda
- Black Hills
- Boulder
- Breckenridge
- Cape Cod
- Cape San Blas
- Carmel-By-The-Sea
- Castle Rock Lake
- Cayman Islands
- Charity Island
- Chatham
- Corolla
- Croatia
- Destin
- Door County



Vacation Rental Memories

by Deborah S. Nelson

Thinking of Trying a Vacation Rental? What to Expect...

Are you thinking of booking a vacation rental? Perhaps you have never stayed in one; or you've booked one just once or twice. Possibly, you haven't put your toe into the vacation rental travel pool yet. Well, come on in--the water's nice!

But before you dive in, though, a few key tips you might need to know are covered in this article. First and foremost, be aware that each vacation rental home is unique; and if you approach the vacation rental experience with this understanding, your vacation will be a wonderful adventure and a memorable time. But be aware--there is an art to enjoying each vacation rental home and its unique locale in the most positive way possible.

Expectations or Experience: What are Differences Between Hotels and Vacation Rentals?

Find Rentals Local Events

FR promotes renowned local events and festivals in its local directory. In some cases, property managers are directly involved in endorsing certain events unique to their particular property. In this case, FR will accommodate upon request inclusion of those events in its yearly calendar.

See Events: <http://www.FindRentals.com/events/>



FindRentals
UNIQUE TRAVEL ACCOMMODATIONS

Concierge Services

Leave The Details To Us

Vacation Rentals | Vacation Rental Managers | Activities & Rental Types | **Events** | Travel Guides | Reservation Center

Upcoming Events



Sturgis Motorcycle Rally - August 4th to August 10

Sturgis, South Dakota



Every year since 1938 (except during WWII due to gas shortages) **Sturgis, South Dakota** has been the host of the Sturgis Motorcycle Rally. Originally, the main focus of the Sturgis, SD rally was motorcycle races and stunts but was expanded to include Motocross races and Hillclimb contests. Last year, it is believed almost 600,000 people were in attendance.

If you plan on hopping on your motorcycle and heading to the **Black Hills** of **South Dakota**, be sure to get your travel accommodations in order with the help of FindRentals.com! With over 100 vacation rental cabins, and vacation homes in the Black Hills, FindRentals has the vacation rental of your dreams for your stay in the Black Hills area. If a loud motorcycle rally isn't your thing, the Black Hills are a great vacation spot year round for camping and family trips!

Port Aransas Texas Billfish Tournament - August 6th to August 10

Port Aransas, Texas



Bring your fishing gear and come join the next annual Port Aransas Texas Billfish Tournament!

Find Events by Month

January	July
February	August
March	September
April	October
May	November
June	December



Low Prices on groceries everyday in West Palm Beach



HOVER TO SEE MORE

Item	Walmart	Publix
Folgers Classic Roast Ground	\$8.18	\$8.99
Total:	\$108.31	\$130.61

[Click here to learn more about this price comparison](#)

Having trouble finding event accommodation? Fill out the form below, and one of our vacation rental experts will contact you as soon as possible.