



# LONE STAR CASITAS

*Hosting Family Memories*

116 Starfish Street  
 Surfside Beach, TX 77541  
 (979) 484-7898

## Social Collaboration Program

Last Updated: November 2023

BRAND AWARENESS (DOLLARS FOR LIKES)																			
<b>Goals</b>	<b>Make a large number of target guests aware of the property. Associate positive emotions with staying at the property.</b>																		
<b>What to Do</b>	Post content on Facebook, Instagram, or TikTok highlighting the property, tag @starfishswimup on Facebook, Instagram, and include a link to our direct booking site, <a href="https://lonestarcasitas.com">lonestarcasitas.com</a>																		
<b>Get Paid</b>	<table border="1"> <thead> <tr> <th colspan="6">Likes</th> </tr> <tr> <th>&gt;100</th> <th>&gt;500</th> <th>&gt;1k</th> <th>&gt;5k</th> <th>&gt;25k</th> <th>&gt;100k</th> </tr> </thead> <tbody> <tr> <td><b>\$50</b></td> <td><b>\$100</b></td> <td><b>\$200</b></td> <td><b>\$300</b></td> <td><b>\$400</b></td> <td><b>\$500</b></td> </tr> </tbody> </table> <p>Message us with a link to each post when you are ready to “cash it out”</p>	Likes						>100	>500	>1k	>5k	>25k	>100k	<b>\$50</b>	<b>\$100</b>	<b>\$200</b>	<b>\$300</b>	<b>\$400</b>	<b>\$500</b>
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AFFILIATE MARKETING	
<b>Goals</b>	<b>Inspire guests to book at the property directly with the host (not through OTA platforms like Airbnb, VRBO, etc)</b>
<b>What to Do</b>	<p>Drive guest(s) to book directly at <a href="https://lonestarcasitas.com">lonestarcasitas.com</a> using a promotional code unique to your channel.</p> <p>This promotional code will <b>give the guest a 5% discount</b> off the accommodation rate of their stay.</p>
<b>Get Paid</b>	<p><b>Average of \$135 per stay booked with your code</b></p> <p>24 hours after the guest checks in, you receive 5% of the guests accommodation rate.</p> <p>Nightly rates vary seasonally between \$140-2200/night, with an average of \$875/night. A typical length of stay is 3 nights.</p>

DISCOUNT PROGRAM	
<b>Goals</b>	<b>Have fun &amp; capture breathtaking content collateral :)</b>
<b>What to Do</b>	Book a personal stay directly at <a href="https://lonestarcasitas.com">lonestarcasitas.com</a> Look out for steep last-minute discounts!
<b>Get a Discount</b>	<b>Use promo code TEAMLSC to get 10% off any stay!</b>



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## Target Customer

Last Updated: November 2023



Core Characteristics	Planning / hoping for a
Age 30-80, middle-class	Annual beach trip (5-7 nights)
Has children (babies are great!)	Family reunion
Part of a multi-generational family	Prom party (very calm)
Relationship-oriented	Small wedding (low-key)
Plans ahead (4+ months in advance)	Mid-scale experience (not luxury)

Interests	Dislikes
Beaches	Crowded places
Organization	Hassles or long waits
Making memories / unique experiences	Feeling overcharged / high prices
Value (getting a deal)	Unsafe places for children / stress
Child safety	Missing opportunities
Exploring off the beaten path	



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## Key Differentiators / Selling Points

Property: **Starfish Swim-up**

Last Updated: November 2023



Unique features	Competition
<b>Hot tub on the deck</b>	<b>Only 3 other local homes have this</b>
<b>Pedestrian beach</b> <b>Much safer for children to play!</b> <b>Much less crowded!</b>	<b>Only 10% of Surfside Beach is pedestrian-only (no cars allowed to drive on the beach)</b>
3 child gates keep children in safe areas	Most houses have unguarded stairs
<b>6 bedrooms</b>	<b>Only 2% of houses are this big</b>
Linens and housekeeping included	Many neighboring vacation rentals require guests to bring their own linens
Whole house water filtration Potable water available in kitchen	Surfside tap water is not potable, most houses ask guests to bring bottled water
<b>Less than 100 feet to the water</b>	<b>Most “beachfront” homes are set back hundreds of feet into the dunes</b>
Book any dates	Many require check-in on Thursday or Sunday
No minimum stay (1 night is fine)	Most others require 2-4 night minimum depending on time of year
Stay now, pay later (up to 24 months)	Most others require 100% payment in advance
Central location (Restaurants, Jetty Park, HEB delivers to this address, etc)	Surfside is a long island and traffic is bad in season. It can take 45 minutes to get to a restaurant from some homes.





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## Key Differentiators / Selling Points

Property: **Generations Retreat**

Last Updated: November 2023



Unique features	Competition
<b>Hot tub with wraparound bar</b>	<b>Only 3 other local homes have this</b>
<b>In-room Jacuzzi bedroom with private balcony</b>	<b>Most houses have very boring bedrooms / bathrooms</b>
<b>Pedestrian beach</b> <b>Much safer for children to play!</b> <b>Much less crowded!</b>	<b>Only 10% of Surfside Beach is pedestrian-only (no cars allowed to drive on the beach)</b>
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## Background/Other Information

Last Updated: November 2023

### Why Social Marketing?

*“The house is already booked almost every night, so **why does social marketing matter?**”*

Over 70% of our new bookings are first-time guests who book via Airbnb, VRBO, and Booking.com affiliates. These Online Travel Agencies (**OTAs**) **charge 18-25% in fees**, which lowers our gross revenue as hosts and forces higher prices and taxes for our guests. [Read: Why book with us?](#)

Guests book through OTAs because:

- they are not committed to a particular host/house
- **they do not know/trust the individual hosts**, but they trust OTA platforms to make sure they are protected.

**Social media builds trust** that the host is a real person, the property is currently in great condition, and **the guest will have a great time**.

By early 2024, our **goal is to have over 50% of guests booking directly** to minimize the fees we have to pay for each stay and offer the best possible prices to our amazing guests.

### Marketing Challenges

*“What are the biggest difficulties you face as a host; **how can marketing be most helpful** to your small business?”*

**Off-season bookings:** Non-holiday week **bookings in November - February** are the most difficult to book, even though many of these dates have pleasant weather and we have a hot tub. We feel that guests could take advantage of very low pricing if they realized a stay on the beach with a hot tub is very fun in the winter.

**Mid-week bookings:** Even though we offer significantly reduced pricing for **Sun, Mon, Tues, and Wed nights**, it is consistently difficult to book these. We love guests that book 5-7 nights or mid-week stays.

**Gap bookings:** Booking dates of 4 nights or less “in between” other bookings. These are a challenge because need a guest who is **flexible with their travel dates**, and many guests are not.