

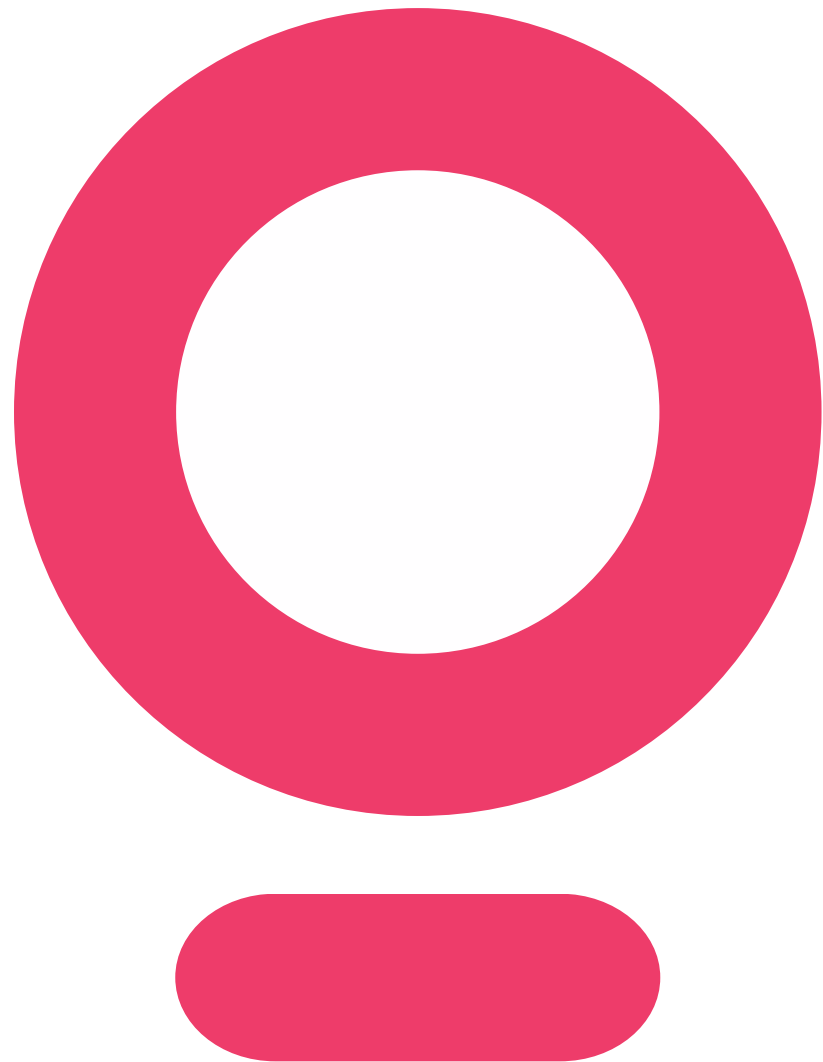


hospitable community

● VIRTUAL COMMUNITY LAUNCH PLAN

Samantha Hartsoe
February 2025

INITIAL THOUGHTS



01

What role does this community play toward's the companies missions and goals? Why is it important?

02

What do users want in a virtual community?
What do they need?

03

In what situations do customers go to the community page?
In what situations do we WANT them to?

04

How do we get users to go to this community first and often?

- Ease of platform
- Organization
- Consistency
- Entertained and learning
- Connection

05

What makes the new community different than the current Facebook page?

What are the incentives to switch over and be active?

day 1-30

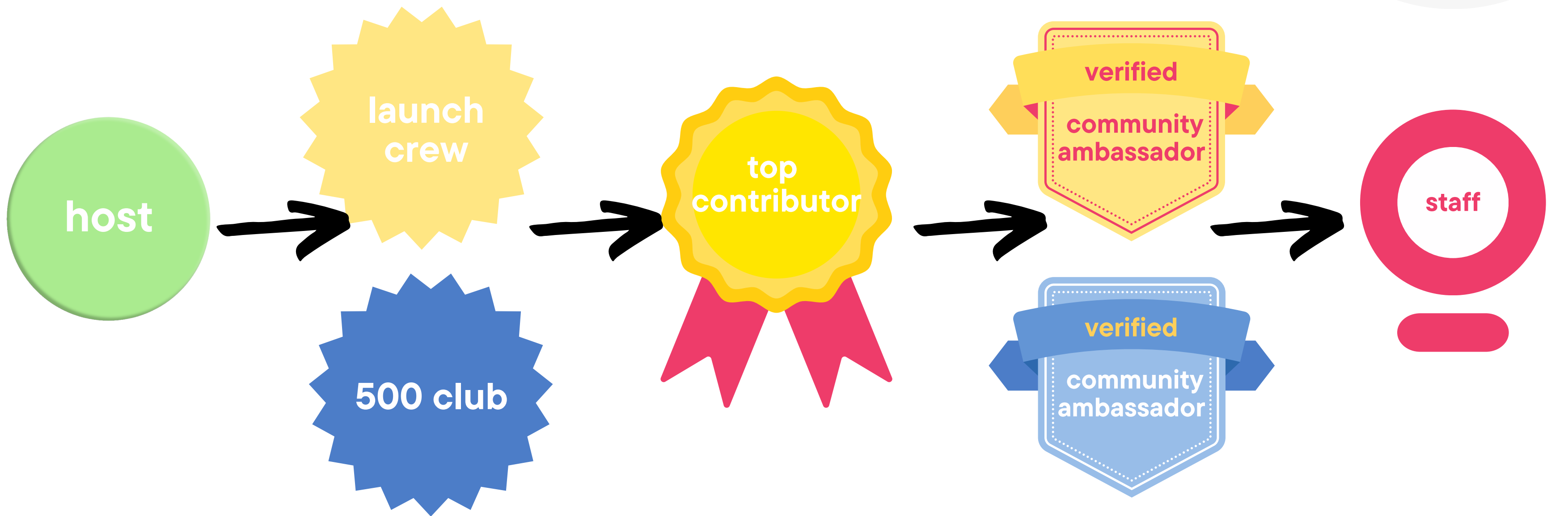
TESTING, PRE-LAUNCH & SOFT LAUNCH

STRATEGIC ACTIONS:

- **Announce** New Platform
 - **Marketing campaign** - social media, email, app/website push notifications, facebook countdown
- Hand Pick 50 most active/tenured users to form a **Community Committee**
 - monthly meetings and online activity in exchange for free service/premium services
- **Content pre-loaded** for 2+weeks before open with staff engagement
 - FAQ section, video from Founder/Miles, platform walk through graphics
- **Soft Launch on Day 15**
 - Offer survey to Facebook and all members & completion unlocks early access to the new platform

GOALS:

- **Migrate 50% of active users:** 1,200 from Facebook before official launch
- **250 new users**
- **20+ posts on forum**



STR hosts using
hospitable

First 500 users to
switch over/use the
online platform

Most active and
engaged users on
community
platform

Community
Comittee members

hospitable staff

WELCOME TO **hospitable's** NEW ONLINE COMMUNITY

Our community isn't community without YOU.

Take Our Feedback
Survey for Early Access!



This community platform **officially launches May 1st**, BUT you can receive **exclusive early access to webinars, forums, Q&A's and more** by completing a quick survey and joining early! The purpose of this survey is to learn what you want in an online community, so that we can make our online community a place that you enjoy! It's a win win! But if you don't want to take the survey, it's no problem!

We will see you back here May 1st!

day 31-60

HARD LAUNCH & NEW MEMBER GROWTH

STRATEGIC ACTIONS:

- **Remove Exclusive Access and Open Community to all**
- **Adapt Marketing campaign** | SEO & Organic Growth Tactics
 - optimize SEO, connect posts to searchable blog, invest in social media promotion (largest growth at launch)
- **Facebook group wind-down**
 - post less on Facebook, post screen grabs on Facebook with link to post, have put answers to questions asked there on a Q&A page in new com. and link
- **New Content Strategy** in full swing
 - Interactive, Engaging, Consistent

GOALS:

- **4,000 users on platform**
- **20-30% engagement rate**

SPOTLIGHT STAY



The Jungle Apartment

This incredible condo is in **Tulum, Mexico** and hosted by **Emily, USA!** Designed with a modern aesthetic and a zen twist, it is a 1 BR 1 BA, perfect for a weekend getaway. It is located in .8 milies from the beach, in a gated community that includes access to a gym, free bicycle rentals, an outdoor movie theater, a spa, and the largest infinity pool in Tulum! Click the link to check it out!



Tip Tuesday:

Stay connected to local event pages to know when there may be higher demand for your rental!



STORIES FROM OUR STAFF

“One of my favorite travel experiences was in Salento, Colombia. Not only was it the most magical small town, full of smiling people and town dogs that everyone took care of, I also got to see the world’s tallest palm trees in the Cocora Valley – where the Disney movie “Encanto” is based off of! I went back to my Airbnb that night and watched Encanto :) I’ll never forget it!”

-Samantha, Community Manager

MEMBER MONDAY



DEVON - AUCKLAND, AU

Hi I’m Devon, originally from Auckland, Australia! I started managing STRs 4 years ago and now I manage 7 properties across 4 cities and 2 countries! I love traveling and my favorite city is Bologna, Italy (best pasta in the world)! What’s your favorite city? I’d love to connect with other STR hosts. My email is Devon@thisisfake.com and my instagram is [@DevonThisIsAlsoFake!](https://www.instagram.com/DevonThisIsAlsoFake/)

day 61-90

EXPANSION & GROWTH

STRATEGIC ACTIONS:

- **Expand Marketing campaign** | Influencers & Industry Professionals
 - cross-promotion on our own communication channels but others as well (partners)
- **Data Retrieval and Strategy Update:**
 - Request feedback from users, use post metrics
 - Create updated long term strategy plan
- **Level Up Content**
 - add in a new level of interaction
 - add incentive for users to connect the community to others hosts

GOALS:

- if 7,500 is the goal in a year I think 6,000 interacted users in the first 90 days should be the goal
- 30%+ engagement rate

VOTE NOW

FOR THE MOST LUXURIOUS LISTING:

CLICK EACH PHOTO TO VIEW LISTING



The Jungle Apartment

TULUM, MEXICO



Rocky Shore

COOROY, AUSTRALIA



Vineyard Estate

TEMECULA, CALIFORNIA



SUBMIT