

MINT STR HOSTING



SOCIAL MEDIA MANAGEMENT FOR SHORT- TERM RENTALS

SERVICES & PRICING GUIDE



Hello there!



Entrepreneur | Vacation Rental Educator

My name is Lace Hernandez, and I'm so happy you decided to take a first step towards a thriving social media for your vacation rental property.

I love experiencing each place I visit as a local, and that's how I became obsessed with the vacation rental industry. I happen to also be very interested in social media for businesses. So I found an opportunity to help you, host, reach your prospective guests through marketing on social media. Since 2019, I've been helping hosts like you get 5-star socials!

Host, this is an excellent opportunity to start developing a brand, defining your niche, and start marketing to the right audience. Let's work together to create a strategy that will help you convert followers into paying guests.



**FOLLOW ME ON SOCIAL MEDIA AND
NEVER MISS A TIP, A STRATEGY, AND
A FREEBIE!**

SOCIAL MEDIA SOLUTIONS

I focus on providing social media solutions for short-term rentals. From content creation to full account management, my goal is to make your profile discoverable, and your rental profitable.



SOCIAL MEDIA MANAGEMENT: STR CONTENT THAT CONVERTS

A 6-month retainer, including:

- Initial 60-min Strategy Call
- Profile Optimization
- Weekly content, caption & hashtags sets
- Monthly Analytics Report
- Monthly 30-min check-in call
- Voxer / Text Support
- Content creation, based on your desired level:

LEVEL	DETAILS	INVESTMENT
LAYOVER	<ul style="list-style-type: none"> • 3 posts per week (static, videos, carousels, reels) • 3 story sets per week <p><i>Note: High-quality video content & images must be provided by host</i></p>	\$697/mo
JETSETTER	<ul style="list-style-type: none"> • Initial Content Creation trip <ul style="list-style-type: none"> ◦ Strategy Call for Photoshoot Planning ◦ 2-night stay to capture <ul style="list-style-type: none"> ▪ 30 short videos for reels, Youtube shorts, TikTok (that can be repurposed infinite times!) ▪ 15 edited lifestyle images • 5 posts per week (static, videos, carousels, reels) • 5 story sets per week • Bonus! One featured blog post on my website, 5 Pinterest pins & email blast 	\$1297/mo
FIRST CLASS	<ul style="list-style-type: none"> • Initial Content Creation trip <ul style="list-style-type: none"> ◦ Strategy Call for Photoshoot Planning ◦ 2-night stay to capture <ul style="list-style-type: none"> ▪ 40 short videos for reels, Youtube shorts, TikTok (that can be repurposed infinite times!) ▪ 30 edited lifestyle images • 7 posts per week (static, videos, carousels, reels) • 5 story sets per week • Monthly Outreach (bloggers, micro-influencers) • Bonus! One featured blog post on my website, 5 Pinterest pins & email blast 	\$1500/mo

ADD-ONS

Marketing is more than just Instagram! A good marketing strategy involves a well-thought digital presence. So if you're looking to go even further with your social media, we have a selection of add-ons we recommend to maximize your STR visibility.



ENGAGEMENT SERVICES - \$300/month

Crafted specifically to enhance your IG property's visibility and foster meaningful connections with your followers.

What's included?

- Outbound Engagement, 15-min x 5 days/week
- Inbox Management



PINTEREST MARKETING - \$400/month

Designed to leverage the unique strengths of Pinterest as a visual discovery engine to elevate your property's online presence.

What's Included?

- Initial 30-min Onboarding Call
- Account Creation / Optimization
- Content Strategy
- Pin Creation & Scheduling
- Monthly Analytics Report



EMAIL MARKETING - \$200/month

Crafted to augment your marketing efforts and streamline communication with your past & prospective guests.

What's included?

- Initial 30-min Onboarding Call
- Platform Integration
- Email Automation
- Monthly Newsletter



**READY TO GET STARTED?
REPLY TO THIS EMAIL!**



SOCIAL MEDIA COACHING

For those that love social media, but need guidance on how to strategically create content. I offer 1-1 coaching sessions.

Whether you're just starting out or looking to fine-tune your strategy, I'm here to share everything I know! 💡

☞ We'll address your pain points and create a personalized action plan to elevate your social media game, drive bookings, and grow your brand.

Here's what you get:

- 60-minute coaching call
- **Pre-call questionnaire** to tailor the session to your needs
- **Post-call personalized doc** with notes and actionable steps

What we can cover:

- A strategic plan for your social media to target more guests
- Fresh content ideas (posts, stories, reels) to attract your ideal audience
- A mini-audit of your social pages with actionable tips for improvement
- How to batch content for maximum efficiency (and sanity!)
- Niche-specific advice on Instagram do's and don'ts
- Scaling your social media strategy to grow your bookings

Let's get you 5-star socials and get more eyes on your properties!

One-time Investment: \$250



[BOOK A 1:1 COACHING SESSION](#)