

ESSENTIAL ELEMENTS

Vacation Rental Management Direct Mail

1 Consistent Branding

2 Compelling Offer

3 Risk Reversals

4 Features & Benefits

5 Social Proof

6 Trust Icons

7 Pro Property Images

8 Clear & Bold Headline

9 USP

10 CTA

11 Contact Information

12 Return Address

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Compelling Offer: something your prospects can't refuse
Risk Reversals: guarantees that make signing up easy
Features & Benefits: your services & why they matter
Social Proof: reviews & other proof of your value
Trust Icons: logos of companies you partner with
Unique Selling Proposition (USP): what sets you apart
Call to Action (CTA): your prospect's next step

ProTip!

Customize your direct mail. Use target specific photos, personalized names, and custom Features and Benefits.