

CurbNTurf Weekly Promotion Challenge

Overview

This four-week challenge will guide you through optimizing and promoting your CurbNTurf.com listing. By tackling one focus area each week, you can steadily increase visibility, attract more RV travelers, and boost bookings.

Week 1: Listing Optimization

Objective: Make your listing irresistible with clear, accurate, and appealing details.

1. Refresh Photos

- Take bright, well-lit pictures.
- Highlight unique amenities (e.g., backyard fire pit, RV access, scenic views).
- Rename image files with relevant keywords (e.g., “cozy-bedroom-curbnturf.jpg”).

2. Revise Title & Description

- Use a compelling headline that sparks curiosity (e.g., “Modern Loft with Downtown Parking”).
- Emphasize benefits (close to attractions, RV-friendly, pet-friendly).
- Update any new amenities or furniture.

3. Verify Pricing

- Research comparable listings on CurbNTurf.com.
- Ensure your nightly/weekly/monthly rates are competitive yet profitable.
- Consider dynamic pricing for high-demand seasons.

4. Set Availability

- Keep your calendar accurate to avoid double bookings.
- Block off any dates when your space isn't available.

Action Items

- Upload at least 5 new or improved photos.
- Rewrite listing title for maximum impact.
- Double-check pricing against similar properties.
- Update availability for the next 3 months.

Week 2: Reviews & Testimonials

Objective: Harness the power of social proof to boost credibility.

1. Follow Up with Past Guests

- Send a friendly message requesting a review.
- Offer a small discount on future stays as a thank-you.

2. Respond to Existing Reviews

- Thank guests for positive feedback.
- Address concerns in any negative reviews politely and professionally.

3. Create a Review Strategy

- Draft a short template you'll send to guests at checkout or after their stay
- Incorporate a personal note or memory from their visit to make the request more genuine.

Action Items

- Send review requests to at least 2 recent guests.
- Post a public reply to all pending reviews.
- Draft a review request template to use going forward.

Week 3: Social Media Push

Objective: Drive more traffic to your listing by sharing it on platforms your target guests frequent.

1. Choose Platforms

- Pick 1–2 social media channels where you can reach potential RV travelers (e.g., Instagram, Facebook, or local Facebook groups).

2. Create Engaging Posts

- Share captivating photos of your property and local attractions.
- Use relevant hashtags (#RVTravel, #UniqueStay, #CurbNTurf).
- Invite followers to check out your listing (“Link in bio” or a direct link).

3. Offer a Limited-Time Discount

- Entice your social media audience with a promotional code for a small discount (e.g., “10% off if you book this week!”).

4. Schedule Posts Ahead

- Use a social media scheduling tool to plan and post consistently throughout the week.

