

Quick Highlights

- 12 New Properties
- \$360k in GRB
- 5x ROI

Case Study

The Successes of Omnichannel Marketing in Montana!



Stay Montana is a passionate team striving to operate an industry leading property management and vacation rental business. Their mission and values are driven by a "service first" culture, resulting in owners and guests that are raving fans.

Overview

Stay Montana's goal is to be the market lead in the primary Montana markets and to break into additional markets around Montana. As well as breaking into additional markets around Montana. They partnered with Vintory to help accomplish this goal of growing their inventory and revenue.



Target Markets

- Big Sky, Montana
- Bigfork, Montana
- Whitefish, Montana



Marketing Strategy

Target homeowners that were leaving a large international vacation rental management company and address their pain points.



Integration

Vintory worked in coordination with Stay Montana's current marketing efforts and developed new on brand materials to ensure seamless homeowner targeting campaigns.

Vintory's Process

- 1 Create key messaging and compile target market data.
- 2 Design outreach marketing campaign portfolio.
- 3 Implement and oversee marketing efforts.
- 4 Track and report on results.



We've been impressed with how Vintory's homeowner targeting has complimented our current marketing efforts and how they integrated their omnichannel system to use our brand's look and feel. Working with Vintory's team of experts, and having a dedicated Partner Success Manager, has made growing our inventory a huge success.

Opportunity

Stay Montana is seeking a partner due to the scope and scale at which they wanted to grow, given their desire to operate in three distinct markets.

In their main market, Big Sky, Stay Montana felt that there was an opportunity to pick up homes as Vacasa had moved in over the past few years, purchasing three local companies. Vacasa was experiencing a lot of attrition and Stay Montana wanted help identifying those owner's personas and building a campaign to go after them in a calculated and consistent way.

Stay Montana is looking to begin operations in Whitefish, a new market for them, and needed help breaking into this market.



Goals

Stay Montana's goal is to be the market lead in the primary Montana markets. With this ambitious goal, Stay Montana is looking to grow and expand their reach. They started with 45 homes in Big Sky and wanted to reach 80. They started with 23 homes in Bigfork and wanted to reach 40. They had 0 homes in Whitefish and wanted to be at 10.

Partner Investment

Stay Montana was committed to providing a reasonable third party marketing budget to push deliverables and maximize efficiency of Vintory's omnichannel marketing campaigns.

Results

To date, Vintory has added 12 properties to Stay Montana's rental program. Through emails, online advertising and direct mail, Vintory was able to secure these properties that equal to a \$360,000 lifetime value and 5x ROI for Stay Montana. Using just these three methods from Vintory's Omnichannel Marketing System leaves many opportunities to deploy additional strategies to meet Stay Montana's goals.

12
Properties Added



\$360,000
Lifetime Value
of Properties

5x
ROI with
Vintory



\$30,000
Average GRB
Per Property

656 Targeted Emails Sent

**Pay Per Click Campaign
1,400 Website Visits**

2,200 Direct Mail Sent