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Get Awesome At Airbnb: The Ultimate Marketing Guide For Airbnb Entrepreneurs: A Simple Easy Guide To Bring More Guests And Make More Money



Synopsis

Why are there some Airbnb hosts with booked calendars and some without any guests? The answer is simple, it is all about how you market yourself. The better you are at bringing people, the more money you will make. Doing the marketing yourself can seem overwhelming. That is why I have written an easy to use manual to maximize your profits and make the most money from your listing. As a journalist, entrepreneur and mentor at Google- I have become an expert in digital marketing and "Corporate Storytelling." I love Airbnb and have traveled extensively and written many articles about the places that I have visited. One thing that was surprising is that some of the best places which I visited had a hard time booking guests. At first it was confusing, but then I realized that most of my hosts didn't know how to market their listings and many weren't very comfortable online. None of my hosts used social media effectively and when I told them this was my profession, I ended up sitting with many of them giving impromptu lessons. I was happy to do it and wanted to do more. I wrote this book so that I could help people to boost their businesses, get more bookings and make more money. The book outlines simple but powerful methods that anyone can use. Most of my suggestions can be used for any rental booking platform. The focus here is on Airbnb because I think that the service provides the best tools to help hosts succeed. This book is meant to be used as a manual, and I link to all the tools and online platforms that hosts should be using. The information is provided in a format that makes the mysterious process of marketing user friendly.

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Customer Reviews

The role of marketing is often understated in the success of a product. It's usually considered an afterthought or discounted altogether. In the new sharing economy, where everything from a room to a car is available at your fingertips, being able to market your product as well as yourself is crucial. Sarah Nadav has written the book that everyone needs to read. Her tips and tricks apply across the board if you're planning on jumping in to the new economy. Whilst it may be advertised towards AirBNB (and certainly some tips are exclusive to the service) she does a fantastic job of translating the complex world of social media marketing to the non-tech community. This book should be the first book you read if you're planning on listing anything. With this book, you'll go far!

For Airbnb hosts this is an excellent guide in marketing your listing. Lots of insider tricks and tips that I hadn't thought about. I liked that there were actual links on where to sign up for special offers, etc., so it makes taking advantage of the guide much easier. Keep in mind that this is a guide in marketing, so its focus is on how to make more money. It does offer suggestions and tips on how to make guests happy, but its primary focus is marketing. Highly recommended.

Sarah Nadav nailed it. Loved this easy and fun read. (As someone who went into this read already feeling I was "awesome on AIRBNB," I can now say, I'm awesome-er!) If you're an AIRBNB groupie, you've got to read this.

I found this book to be helpful, well written and very relevant.

This book is amazing. It is so helpful! It makes a lot of great points.

If you EVER want to list your humble abode on Airbnb, this is the book you need to read.

Doesn't get better than this! So very helpful for hosting, maximizing earning potential.

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