

5 WAYS TO BOOST BOOKINGS WITH PROFESSIONAL CONTENT



ATTRACT MORE GUESTS, STAND OUT ONLINE, AND
CREATE AN UNFORGETTABLE FIRST IMPRESSION



WHY PROFESSIONAL CONTENT MATTERS

Guests make decisions in seconds, and your visuals are the first thing they see. Properties with high-quality photos and videos receive up to 30% more bookings, and social media posts with stunning visuals generate higher engagement.





INVEST IN HIGH-QUALITY PHOTOGRAPHY

Visuals Are Your First Impression

Professional photography helps your property stand out by highlighting its best features—whether it's cozy interiors, stunning views, or unique design details. High-resolution, well-lit images make guests feel confident about booking.

Things to Avoid: Dark, blurry photos. Using a wide-angle lens on your smartphone or camera will showcase entire rooms and make spaces feel inviting and spacious, or cozy depending the vibe of your unit or property.

FOCUS ON: Crisp, bright images, showcasing amenities, location highlights, unique angles and perspectives of your unit, elevated decor moments.



4

CREATE VIDEO WALKTHROUGHS

Give Guests a Real Feel of Your Space

A video walkthrough lets potential guests imagine themselves enjoying and falling for your property. Highlight key areas like the living spaces, outdoor amenities, and special features.

Things to Avoid: Shaky, unstable video, blurry video, dark video, focusing on unnecessary areas.

Focus On: Adding music that sets the mood and compliments the space, and captions to make your videos more engaging for social media. Remember, you're telling a story with your visuals, be sure everything is cohesive to tell the story properly.



3

HIGHLIGHT UNIQUE SELLING POINTS (USPS)

What Makes Your Property Special?

Do you have a beachfront view, gourmet kitchen, a cozy fireplace, secret rooms, or a themed stay? Make sure your content emphasizes these unique features. Guests today are looking for experiences that stand out from the rest. Cool outdoor features, thoughtful pet amenities....showcase that.

Things to Avoid: *Not having a unique sell. Your unit has to compete online, be sure every unit has some type of “IT” factor.*

Focus On: Then show it off. Having even just a cool feature in the house, or a bedroom...can be a USP. Be creative and don't be afraid to be edgy or outside the box.



OPTIMIZE YOUR SOCIAL MEDIA PRESENCE

Engage Your Audience with Consistent Content

Your social media platforms should act as a visual portfolio for your property. Post regularly, engage with comments, and include the community your property is in.

Post a mix of behind-the-scenes(BTS) content, guest testimonials, and property highlights to keep your feed engaging. Guests also want to know what's close to them, and any activities or events happening to add to the experience of their stay. *This is also a great collaboration moment with local businesses, cafe's, bakeries etc, be creative.

Things to Avoid: *Not having an active social media, or worse one that is over 3+ months old since you posted last. Nothing says we're not engaged like old social presence.*

Focus On: Posting, weekly at the least. Ideally 3 times a week or more. Offering incentives, challenges, and interacting with your audience. Or go seek out your audience and engage.



LEVERAGE CREATOR COLLABORATIONS

Work with Professionals to Amplify Your Reach

Partnering with passionate content creators and photographers can help you reach new audiences while gaining fresh, professional content to promote your property.

Creators bring a unique perspective to your property and can tell your property's story in a way that resonates with guests. It's all about telling a compelling story, and showcasing your property in a way that begs to be booked.

Shameless Focus: Team up with [Anchor & Roam](#) to connect with talented creators, photographers who specialize in showcasing boutique hotels and vacation rentals, in a way that encourages engagement and more importantly booked nights!

NEXT STEPS



Ready to Boost Your Bookings?

Professional content...while understanding the enormous **value** it brings is the key to standing out in a crowded market.

Whether you're ready to upgrade your visuals or collaborate with talented creators, videographers, or photographers, Anchor & Roam is here to assist.

****Join Anchor & Roam's beta launch today and start connecting and collaborating with creators who can elevate your property.****

www.Anchor&Roam.com