

The
STAY
AGENCY

INFLUENCER MARKETING GUIDE

for **Hotels & Short-Term Rentals**

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CONTENT

Introduction	03
STEP 1: Define Your Influencer Marketing Goals	04
STEP 2: Find the Right Influencers	05
STEP 3: Reach Out and Negotiate Collaborations	06
STEP 4: Set Clear Expectations and Agreements	07
STEP 5: Maximize and Repurpose Influencer Content	08
STEP 6: Track Results and Optimize	09
How Influencer Marketing Fits into your Bigger Strategy	10
Checklist	11



INTRODUCTION

Influencer marketing is a powerful strategy that allows hotels and short-term rentals to connect with travelers through trusted voices. Instead of traditional advertising, partnering with the right content creators helps showcase your property in an authentic and engaging way, leading to **increased bookings, brand awareness, and social proof.**

At **The Stay Agency**, we specialize in helping hospitality brands leverage influencer marketing effectively. Whether you want to fully outsource the process or prefer to learn how to do it yourself, we offer two options:

- ✓ **Done-for-You Influencer Marketing** – We handle everything, from influencer selection to campaign execution.
- ✓ **Influencer Marketing Coaching** – We teach you the process step-by-step so you can run successful campaigns yourself.

This guide will walk you through each step to help you run a successful influencer campaign. Done right, influencer marketing can put your property in front of the right audience and **turn views into direct bookings.**

Let's dive in!



STEP 1

DEFINE YOUR **INFLUENCER MARKETING GOALS**

Before working with influencers, you need to determine **what you want to achieve**. Some common goals include:

- ✓ Increase **direct bookings** (reduce reliance on OTAs)
- ✓ Boost **brand awareness** (get more exposure on social media)
- ✓ Showcase your **experience** (luxury, adventure, remote work-friendly, etc.)
- ✓ Improve your **online reputation** (more credibility & social proof)



💡 **Pro Tip:** Define a clear objective so you can measure your success effectively!

STEP 2

FIND THE RIGHT INFLUENCERS

Micro vs. Macro Influencers – Which Works Best?

✓ **Micro-Influencers (10K-100K followers):** Higher engagement rates, niche audience, cost-effective.

✓ **Macro-Influencers (100K+ followers):** Greater reach, brand prestige, but may have lower engagement.

For hotels & short -term rentals, **micro-influencers and travel creators often deliver the best ROI** because their followers are highly engaged and trust their recommendations.



🔍 **Where to Find Them:** Search on Instagram, TikTok, YouTube, and travel blogs. Look for influencers who have previously promoted similar hotels or rentals. **If you're unsure where to start or need expert guidance, reach out to us—we can help you find the perfect influencers for your property!**

[BOOK A CALL](#)



STEP 3

REACH OUT AND **NEGOTIATE COLLABORATIONS**

Once you've identified potential influencers, it's time to reach out and propose a collaboration.

- **Start with a personalized DM or email** introducing your property & why you'd love to work with them.
- **Offer a comped stay** in exchange for content creation or discuss paid collaboration options.
- **Define clear deliverables** (e.g., 1 collaboration reel, 3 stories per night, and raw content for your use).



💡 **Pro Tip:** Video content is dominating influencer marketing! Ensure at least one Instagram Reel or TikTok is included in the collaboration.

STEP 4



SET CLEAR **EXPECTATIONS AND AGREEMENTS**

To ensure a smooth collaboration, make sure you:

- ✓ Agree on the **type of content** they'll create
- ✓ Confirm the **dates of stay and deliverables**
- ✓ Create a simple **agreement** outlining terms
- ✓ Make sure they **add you as collaborator or tag your profile**

Key Elements to Include in the Agreement:

- **Deliverables:** What type of content will be created (e.g., reels, stories, posts, raw content).
- **Posting Schedule:** When the content should be posted and tagging requirements.
- **Usage Rights:** Whether the hotel can reuse the content for marketing purposes.
- **Stay Details:** Duration of stay, check-in/check-out dates, and any amenities included.
- **Cancellation Terms:** What happens if the influencer cancels or doesn't deliver.

 **Need a professional influencer agreement?** We provide templates & expert guidance in our coaching program!



STEP 5

MAXIMIZE AND REPURPOSE INFLUENCER CONTENT

Once the influencer posts about your property, don't let the content go to waste!

- ✓ Repost on your social media
- ✓ Use the content for ads & marketing campaigns
- ✓ Share it in your email marketing
- ✓ Feature it on your website & booking platforms



The Power of UGC (User-Generated Content)

Influencer content can also be used to **inspire guests** to create their own social media posts featuring your property, amplifying your brand's reach even further.

STEP 6



TRACK RESULTS AND OPTIMIZE

Measuring success goes beyond likes and comments. To understand the real impact of an influencer campaign, track these key performance indicators (KPIs):

✓ **Direct Bookings & Inquiries** – Did the influencer's audience take action and book a stay?

✓ **Website Traffic & Conversion Rate** – How many people clicked through to your site, and did they take any action?

✓ **Social Media Growth** – Have your followers increased, and is engagement improving?

✓ **User-Generated Content (UGC) Expansion** – Are guests posting about their experience after being influenced?

✓ **Brand Mentions & PR Impact** – Has the collaboration led to organic exposure in other media or platforms?

💡 **Pro Tip:** If your campaign isn't delivering results, don't just change the strategy blindly. Analyze the content quality, audience targeting, posting time, and influencer credibility to find areas of improvement. Sometimes, a small tweak—**like adding a strong call-to-action**—can make all the difference.



HOW INFLUENCER MARKETING FITS INTO YOUR BIGGER STRATEGY

Influencer marketing is most effective when combined with a **strong digital presence**. If your website, social media, or booking platform isn't optimized, you might lose potential guests.

- ✓ Ensure your **social media profiles** are visually appealing and updated.
- ✓ Have a **direct booking strategy** in place to maximize revenue.
- ✓ Use **influencer content in retargeting ads & email campaigns**.

✦ Want to improve your entire digital strategy? **Book a free consultation** to discuss how influencer marketing, social media, and email marketing strategies can work together!

[**BOOK A CALL**](#)





✓ CHECKLIST

- Define** your influencer marketing goals
- Identify** the right influencers (micro vs. macro)
- Reach out** with a personalized pitch
- Negotiate** clear deliverables & agreements
- Ensure **high-quality, engaging content** is created
- Repost & repurpose** influencer content across your platforms
- Track** performance metrics & adjust strategy
- Integrate** influencer marketing with social media & direct bookings
- Book a free consultation** to refine your strategy

[BOOK A CALL](#)



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GET IN TOUCH

Your next successful influencer collaboration starts here, **let's make it happen!**

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