



## The 2021 Rental Business Marketing Guide

If you can follow a recipe, you can grow your rental business. Learn more at [Recipi.com](https://Recipi.com).

Recipi is a digital marketing firm that **helps rental businesses grow**. Why choose us? Simple, we are not only digital marketing pros, we are rental business owners too!





**Thank you!** Thanks for checking out our 2021 Rental Business Marketing Guide From Recipi. Our goal is to share with you some of the digital marketing and technology needed to grow your rental business in 2021. Our hope is that you use this guide to improve your rental business. Most of the topics covered are simple and do not require tech or marketing expertise. Remember, the Recipi team would be thrilled to help your business with it's digital marketing efforts. **Get in touch today to chat with us!**

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## Guide Outline:

- Intro
- About Recipi
- Rental website checklist.
- Repeat customer outreach.
- Getting new customers.
- Winning more jobs with technology.
- Test, learn and improve.
- Special offer



## Intro.

*You didn't get into the rental business because you wanted to become a digital marketer, but here you are, reading a guide on digital marketing because you know it's important.*

## About Recipi.

Recipi helps rental businesses grow with digital marketing. We focus exclusively on the rental industry because that's what we know best! Recipi President Jim Mariano has owned Backyard Tent Rental, a Boston-based rental business with two locations, for 12+ years. We understand the rental business, the challenges, and the marketplace better than any other digital marketing firm. Our focus is on helping rental businesses grow and compete using good, honest, digital marketing tactics like SEO, Google Ads, Web Analytics, etc.

We aren't a typical digital marketing firm. We are rental business owners who are also digital marketing experts. We're ready to have a conversation and help you grow in 2021. Visit [Recipi.com](https://Recipi.com) to learn more.



# Rental Business Website Checklist.

Here is a quick list of features / functionality that a good rental business website should consider.

- **Mobile optimized.** Nearly 70% of your visitors are looking at your website from their phone. If your site doesn't serve them well, they will leave. It's that simple.
- **Social Media.** Social media is the easiest way to show some personality, highlight recent photos, connect with your customers, run a promotion.
- **A blog / fresh content.** Google now factors in freshness of content into their rankings. If your site hasn't changed in 3 years, then why should Google continue to frequently crawl your site and show it as a highly ranked search result? A blog helps you keep your site fresh, while also helping you target certain keywords or phrases. For example, I'd like to get more "wedding ceremony rentals," so I write a blog post about a recent wedding ceremony rental job we did. That blog post can now start to rank when someone searches "wedding ceremony rentals." (It's not exactly that straight-forward, but that's the gist!)



- **Rental software / online booking.** Are you making the booking process as simple as possible for your customers? Consider a rental software tool like Point-of-rental, EventRentalSystems, GoodShuffle, etc.

## Driving Repeat Business.

For many rental businesses, your best customers are your already existing customers! Sure, it's important to find new customers, but what about the countless hundreds or thousands of happy customers you've already serviced. You probably even have their contact info/email address in your CRM or POS system.

- **Email Marketing.** Inexpensive, do-it-yourself tools like like Constant Contact make it easy for you to create, send and track professional looking emails to your customer list.
- **Email Automation.** Simple tools like HubSpot or Constant Contact allow you to send automated reminder emails to customers. For example, if you have customers who order every Thanksgiving, you could send them an automated reminder 30 days out to place their order.



- **Social Media.** Social media posts help remind your customers that you exist! Posting updates, photos of recent events, and new product announcements are perfect fodder for social media. We cover more on social media in the “new customer acquisition” section.
- **Direct Mail.** Sending a postcard to your customers with a coupon or special promotion. While potentially effective, offline marketing like this has a large up-front cost, and is difficult to track/measure the efficacy or return on investment. Many rental companies who try direct mail often find themselves wondering “did it work?”

## Finding New Customers.

New customers are the lifeblood of any small business.

Acquiring new customers is a science that can be fine-tuned and measured. Here are a few ways successful rental businesses get new customers.

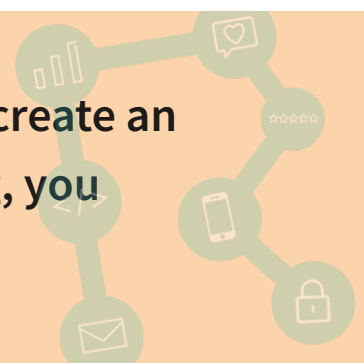
- **Google Ads.** This is the easiest, most honest, most direct form of digital advertising. Google Ads allow you to pay your way to the top of a Google search for the exact search terms you want to advertise on. The best part? You only pay



when a potential customer clicks on your ad! There is very little waste.

- Let's say you are advertising on “tent rentals.” In our local market (Boston), the term “tent rentals,” is roughly \$2.50 per click.
- Assume 1 in 8 clicks becomes a lead (a phone call or an inquiry), that's a \$20 cost to get a lead.
- Assume 1 in 5 leads become customers. (20% conversion rate from lead to customer)
- The simple math is that a new tent rental customer would cost about \$100 to acquire.
- Now, assume that some % of customers will become repeat customers, and that some will refer you to other customers.

**We at Recipi have found that Google Ads create an 18x ROI. For every \$1 spent in advertising, you make \$18 in sales.**





- **SEO. Search Engine Optimization.** This topic can be a bit dense, but at its core **SEO** simply means “getting more free visits from Google searches by ranking highly on key words and phrases”. If you were a bounce house rental business in Seattle, think about how valuable it would be to show up first in Google when people search “bounce house rental Seattle” for example.

SEO requires expertise, effort, and some understanding of how websites work. SEO requires an investment of time (and money if you hire someone) but should be thought of like planting a money tree in your backyard. It might take some time to bear fruit, but if you work on your SEO, you can have a perpetual source of customers for your business. Learn more about **SEO for rental businesses** on our website.

- **Online Directory Sites.** Sites like Yelp, WeddingWire, TheKnot, or RentalHQ are often where potential customers go to find trusted rental businesses. Most of these sites offer a free listing and paid advertising opportunities.
- **Google My Business Listing.** A simple (free) listing that puts your business on the map. When potential customers





search for a local service, Google serves them a map with all relevant businesses. Not only does it promote your business, it highlights your website, online reviews, phone number, business hours, promotions, photos and more.

### **AND IT'S FREE!**

- **Social Media.** While social media seems to be the darling of digital marketing, it's important to remember that social media isn't great at **new customer acquisition**. Social media is a fantastic tool to share your services, keep top of mind with your fans/followers, announce new products or services, and drive visits to your website. While we think social media should be a part of your marketing-mix, we don't encourage rental businesses to spend too much advertising dollars here. Think of your potential customers' journey. Very few people think "I have an event coming up, I'll go on instagram and see what I can find'. Instead, the potential customer most likely goes to Google and searches.



# Winning more jobs with technology.

Speed and automation are key to running a profitable, scalable business. Here are a few simple, effective tools to help you run a smarter business.

- Website chat tools like “Drift.” Speed wins. Adding a chat tool to your website allows customers to quickly engage with your business and get a fast response. Chat tools can also help your sales process by avoiding lengthy emails/phone calls. Here is an example of how it works:
  - Potential customer arrives at your website
  - Chat tool pops up saying, “How can we help you?”
  - Customer asks a straight-forward question like “are you available for this weekend?” or “do you have gold chiavari chairs?” which can be answered quickly. It’s a great experience for a potential customer, and chats can be answered from the Drift app on your phone from anywhere, 24/7.
- Marketing automation tools like [Zapier](#). Zapier connects all



the different tools you use for website, marketing, sales, operations, etc. We at Recipi use Zapier to automatically send all of the leads from our website form to our database, and to our sales team on Slack (a company chat tool) so we can say “hey guys, this new lead came in, can you take it Kevin?” Zapier can be used in a million different ways, so it really depends on how your sales/marketing flow is set up. In a nutshell, Zapier eliminates time-sucking manual processes.

Pre-written email response templates. How many times are you going to answer the same type of inquiry in your career? Instead, build a library of your responses and save time. For example, a potential customer sends an inquiry for a tent rental for a 150 person wedding. While some of the info has to be customized, much of it can be pre-written and saved. Other uses:

- Pre-event reminders
- Post-event emails asking for an online review.
- Post-event emails saying “thank you for your business, here is a coupon for 5% off your next rental.”



## Test, Learn, Improve.

The most common mistake made in the rental business is buying equipment that isn't frequently rented. This happens either because the business owner thought the rental item would be a good idea, or because one or two potential customers asked for it. Admit it, you've probably done this before. We have a better way.

- Test the product's demand BEFORE you buy it. Thinking about adding farm tables to your inventory? Don't spend \$5-10k and hope it works. Instead, add the farm tables to your website and track how many people ask for it. How do you track interest the right way? Glad you asked... keep reading.
- Google Analytics. If you take NOTHING from this guide, let it be this... you need Google Analytics on your website or you will be doomed to keep making the same mistakes.



## Special Offer.

Thank you for taking the time to reach the 2021 Rental Business Marketing Guide. We sincerely hope it helps your rental business improve and grow. You are a professional in the rental industry, but you might not be a professional marketer, and THAT'S OK. As a special offer, go to [Recipi.com](https://Recipi.com) to get your free "Rental Recipi," a customized website/marketing review of your business filled with recommendations and insights on how you can improve your digital marketing. Just fill out the contact form and mention "2021 Marketing Guide" in your message.

Ready to grow? Go to [Recipi.com](https://Recipi.com) and use the contact form to get in touch. We are ready to put our 12+ years of digital marketing and rental industry experience to work for your  rental business!



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