STR BOOSTER PLAYBOOK · STEP 6

Songbird Acres

Jefferson, GA

Prepared for **Songbird Acres hosts**
December 2026

MARKETING PLAN

JANUARY 2027

"Eleven acres between you and noise."

The guest is the hero. The property is the setting. Every post and email below keeps this promise.

GOAL	IDEAL GUEST	THIS MONTH'S JOB	GUARDRAILS
Booked nights from Est. 30% to 40% in 12 months, without cutting game-weekend rates From the brain (demo numbers)	**Denise, 52, a UGA parent from Alpharetta** Instagram and UGA parents Facebook groups. Reads every review. Books game weekends 2 to 4 months ahead.	**Fill January's soft nights and grow the guest circle before the 2027 football schedule drops** January runs Est. 25% booked. The circle's first access to game weekends is the reason to join.	**Floor $129 a night, after fees** No discounts unless the host asks · Never discount a game weekend · No parties

> January is quiet, so sell the quiet. Two stories carry the month: a couple's reset weekend and a birder's slow morning. Every email builds the guest circle, whose one privilege is 48 hours of first access to 2027 game weekends. No discounts: the numbers show a discount wipes out what booking direct is worth.

1. The nights this month has to sell

Marketing starts from the calendar, not from a content calendar. These are the dates that need help, and the invitation that fits each one.

WHEN	CLASS	STATUS	THE INVITATION
Jan 8 to 10	Shoulder	Open	A post-holiday reset: two nights, nobody to host.
Jan 15 to 18 (MLK weekend) MLK Day is Monday, January 18, 2027.	High	Open	Three nights for two. Invite couples first, then parents dropping a student back.
Sun to Thu, all month	Soft	Mostly open	Midweek birding and parent visits. 1-night minimum already allowed.

WHEN	CLASS	STATUS	THE INVITATION
Jan 22 to 24 and 29 to 31 Confirm February count dates on birdcount.org.	Shoulder	Open	Winter birding weekends, ahead of the Great Backyard Bird Count.
2027 home game weekends Check georgiadogs.com for the 2027 schedule.	Peak	Not on sale yet	Not sold this month. The circle gets 48 hours first the day the schedule is published.

2. The guest stories

Each angle has a person, a desire, a little tension and a moment of possibility. The property only appears as the setting that makes the moment real.

The reset weekend

Denise and Mark, after a full house at Christmas

WANTS

Two nights where nobody needs anything from them.

TENSION

December was all hosting, cooking and driving. Home still has the tree up and a list on the fridge.

> *Saturday, 8 am. Coffee on the covered patio, frost on the meadow, and the only plan is a second cup.*

TRUE BECAUSE

- 11 acres, no neighbors in sight
- Covered patio facing the meadow
- King bed
- Keypad entry, so no one to meet

USE IT FOR

Week 1 and the MLK weekend

The slow birding morning

Denise, who keeps a bird list on her phone

WANTS

To see something she can't see from her subdivision.

TENSION

At home the feeder gets sparrows and a leaf blower.

> *A pair of bluebirds on the fence line while the deer cross behind them.*

TRUE BECAUSE

- Meadow and woodland edge on 11 acres
- Bird list kept by the hosts (demo)
- Deer at sunrise, mentioned in a review (demo)

USE IT FOR

Weeks 1, 3 and 4, and the bird-count weekends

The easy parent visit

Denise, when her daughter is back on campus

WANTS

Take her daughter to dinner without a game-day price or a loud hotel.

TENSION

Athens hotels feel like a tax on being a UGA parent.

> *Her daughter on the sofa bed with leftovers, saying she slept better here than in her dorm.*

TRUE BECAUSE

- About 25 minutes to campus
- Full kitchen
- Sofa bed for a guest
- Midweek nights from 1 night

USE IT FOR

Week 3, and every circle email about planning ahead

3. The four weeks

One past-guest email and two social posts a week. Every piece is built only from the reviews, photos and local events supplied, and says which one.

Week 1 · Jan 4 to 10

The reset weekend

Past-guest email

Guest circle · Monday

ANGLE
The reset weekend

BUILT FROM
Photo: frost on the meadow (Dec 28). Calendar: Jan 8 to 10 open.

A new-year note, not a sales email.

SUBJECT The meadow this morning

> Hi {first name},
>
> The meadow had frost on it at 7 this morning, and the deer came through at 7:40, right on time.
>
> If December was a lot of hosting, January is a good month to be the guest. The weekend of January 8 is open, and so is most of the month midweek.
>
> One more thing: when the 2027 UGA schedule comes out, the guest circle hears first. You'll get 48 hours to pick your game weekends before they open anywhere else.
>
> Happy new year from all eleven acres.

Next step: Reply with dates, or book on the direct page.

Social post

Instagram reel · Wednesday

ANGLE
The reset weekend

BUILT FROM
Clips from the scene library: slow morning. Demo review line: "We didn't talk to anyone for two days and it was perfect."

Opening text: "Your December, then your Saturday."

> Two nights. Nobody to host. Coffee on the patio and frost on the meadow.
>
> "We didn't talk to anyone for two days and it was perfect." (guest review)
>
> Jan 8 to 10 is open. Link in bio.

Next step: Link in bio to the direct page.
Shots: Mug set down on the patio rail · Frost on the meadow, wide · Keypad door opening · Bed made, morning light

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Social post

Facebook page · Friday

ANGLE
The slow birding morning

BUILT FROM
Event: Christmas Bird Count season ends Jan 5. Host's own bird list (demo).

What we counted this week.

> The Christmas Bird Count season wraps up on January 5, so we did our own count on the eleven acres this week: eastern bluebirds, a red-tailed hawk, a pileated woodpecker and more cardinals than we could keep track of.
>
> If you keep a list too, midweek nights are open all January.

Next step: Comment with your best backyard bird. Link to the direct page in the comments.
Shots: Bluebird on the fence line · Hand writing on the bird list card

Week 2 · Jan 11 to 17

Three nights for two (MLK weekend)

Past-guest email

Guest circle · Monday

ANGLE
The reset weekend

BUILT FROM
Calendar: Jan 15 to 18 open. Demo review line about sleeping well.

A long weekend that's easy to say yes to.

SUBJECT A three-day weekend, if you want it

> Hi {first name},
>
> Monday the 18th is a holiday for a lot of people, and the studio is open Friday the 15th to Monday the 18th.
>
> Three nights is long enough to stop checking your phone. One guest told us they slept better here than at home, and we think it's the dark and the quiet more than the king bed.
>
> If you're dropping a student back in Athens that weekend, campus is about 25 minutes away.

Next step: Book on the direct page, or reply and ask me anything.

Social post

Instagram carousel · Tuesday

ANGLE
The reset weekend

BUILT FROM
Demo reviews: two lines. Photos: patio, meadow at dusk, bedroom.

Slide 1: "What guests say about the quiet."

> Slide 1: What guests say about the quiet.
> Slide 2: "We slept better than at home."
> Slide 3: "We didn't talk to anyone for two days."
> Slide 4: Eleven acres between you and noise. MLK weekend is open.

Next step: Link in bio.
Shots: Meadow at dusk · Patio chairs, no people · Bedroom, lamp on

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Social post

Instagram reel · Thursday

ANGLE
The reset weekend

BUILT FROM
Scene library: arrival.

Point of view: you just got here.

> Park at the door. Keypad. Bag down. Kettle on. That's the whole check-in.
>
> Friday the 15th to Monday the 18th is still open.

Next step: Link in bio.
Shots: Car pulling up on gravel · Keypad close-up · Bag set on the bench · Kettle and window

Week 3 · Jan 18 to 24

The easy parent visit

Past-guest email

Guest circle · Tuesday

ANGLE
The easy parent visit

BUILT FROM
Events: UGA spring semester, G-Day, spring commencement (dates to confirm).

Useful planning, no booking ask in the first line.

SUBJECT Planning your spring trips to Athens

> Hi {first name},
>
> If you have a student at UGA, here's the spring as we understand it: classes are back this month, G-Day is in April and commencement is in May. Check the dates on UGA's own pages before you plan.
>
> Commencement sells out every room in town early. If you already know you're coming, it's worth looking now.
>
> And for the quieter visits in between, a single weeknight is fine here. Dinner in Athens, back to the meadow, home by lunch.

Next step: Reply with your dates and I'll check them.

Social post

Facebook page · Wednesday

ANGLE
The easy parent visit

BUILT FROM
Fact: about 25 minutes to campus. Host's back-roads route card.

The back way into Athens.

> Our favorite route into Athens skips the traffic and takes about 25 minutes. We print it for every guest who comes for a game or a visit.
>
> Midweek this month, one night is fine. Take your student to dinner, sleep somewhere quiet, and be home by lunch.

Next step: Link to the direct page.
Shots: Printed route card on the counter · Car keys and the card

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Social post

Instagram post · Friday

ANGLE
The slow birding morning

BUILT FROM
Photo: meadow at sunset (Nov). Demo review line about the deer.

"The deer came through at sunrise, every morning."

> "The deer came through at sunrise, every morning." (guest review)
>
> They still do. Weekends of the 22nd and 29th are open.

Next step: Link in bio.
Shots: Meadow at sunset, wide

Week 4 · Jan 25 to 31 — Join before the schedule drops

Past-guest email

Guest circle · Monday

ANGLE
The easy parent visit

BUILT FROM
The circle's privilege. Booked Solid's first-access model.

Explain the privilege plainly, with its limits.

SUBJECT How first access to game weekends works

> Hi {first name},
>
> The 2027 UGA football schedule isn't out yet. When it is, here's what happens:
>
> I'll email the circle the home game weekends and the time they open to everyone else. You get 48 hours to book first, at the same price everyone else will see. There's no obligation, and the email doesn't hold a date for you.
>
> If you have a friend who's a UGA parent, they can join with the link below.

Next step: Forward to a friend, or join from the direct page.

Social post

Instagram reel · Wednesday

ANGLE
The slow birding morning

BUILT FROM
Event: Great Backyard Bird Count in February (confirm dates). Scene library: birding.

Count birds from the porch.

> The Great Backyard Bird Count is in February. Anyone can join: count birds for 15 minutes and send in your list.
>
> We'll be counting from the porch. If you want to count from ours, February weekends are open.

Next step: Link in bio. Link to birdcount.org in the caption.
Shots: Binoculars on the porch rail · Feeder close-up · Bird list card

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Social post

Instagram story + Facebook page · Friday

ANGLE
The easy parent visit

BUILT FROM
The circle's privilege.

UGA parents: get game weekends first.

> When the 2027 schedule drops, our guest circle gets 48 hours to book game weekends before they open anywhere else. Same price, no obligation. Free to join, about one email a month.

Next step: Join from the link in bio.
Shots: Printed route card and a red mug on the patio

4. The guest circle

Interest that ends at a booking button disappears. The circle keeps the relationship going, with permission, until the next trip is possible.

NAME

The Songbird Acres guest circle

THE INVITATION

> Coming back for a game, a visit or a quiet weekend? Join the guest circle for what we're seeing on the eleven acres, and 48 hours of first access when new game weekends open. About one email a month.

THE ONE PRIVILEGE

48 hours of first access to 2027 home game weekends, at the public price. First access is a head start, not a held date.

HOW OFTEN

About once a month, plus one note the day the schedule drops.

WHERE PEOPLE JOIN

Direct booking page
A short signup box below the photos, plus an unticked box at checkout.
Consent: Separate, unticked box. Save the date and wording.

In the studio
A printed card by the kettle with a QR code to the signup page.
Consent: The guest chooses to scan and sign up. Nothing is added for them.

Direct enquiries
Answer the question first. Mention the circle once, at the end.
Consent: Add them only if they say yes.

Airbnb and Vrbo guests
Only through the printed card. Never use channel messages or channel email addresses for marketing.
Consent: Check each channel's current off-platform rules.

WELCOME SEQUENCE

Right away · Subject: Welcome to the guest circle

> Glad you're here. About once a month I'll share what's happening on the eleven acres: the birds, the seasons, and anything worth planning around in Athens. When new game weekends open, the circle hears first. If you're already planning a trip, reply and tell me. A real person reads these.

Day 3 · Subject: The part of a game weekend I'd plan first

> Before the tickets, think about Friday night. Who arrives late? Does anyone want a simple dinner in? The studio has a full kitchen and a sofa bed for a student who wants to stay over. Getting Friday right makes Saturday easier. If there's something you can't find on the listing, ask me.

Day 7 · Subject: How your first access works

> When the schedule comes out, I'll send the home game weekends and the time they open to everyone else. You get 48 hours first, at the same price. There's no obligation, and the email doesn't hold a date for you. It's just a head start.

5. Every direct enquiry, inside five minutes

Direct enquiries go cold fast. A short, true holding reply inside five minutes, then the real answer by the time you promised.

HOLDING REPLY (SEND WITHIN 5 MINUTES)

> Thanks for asking about Songbird Acres. I'm checking the dates and will reply by 7 pm today. This message doesn't hold the dates yet.

ONE FOLLOW-UP, IF THEY GO QUIET

> Is there anything about the studio that would help you decide? Happy to send a photo of the stairs, or the route in from Athens. If plans changed, no problem at all.

6. The offer check

Before any offer, work out what each route keeps from the same stay. Demo numbers: replace them with your own fees and costs.

ROUTE	HOW IT IS WORKED OUT (2 NIGHTS AT $150 PLUS A $75 CLEANING FEE = $375. TURNOVER $60, SUPPLIES AND UTILITIES $15 (EST.))	CONTRIBUTION
Direct, guest circle, full price	$375 less about 3% card fee ($11.25), Est. $5 to reach them, $60, $15	**About $284**
Airbnb	$375 less 15.5% host fee ($58.13), $60, $15	**About $242**
Direct, circle, 15% off the nights	$330 less 3% ($9.90), $5, $60, $15	**About $240**
Direct, paid social ad	$375 less 3% ($11.25), Est. $60 ad cost per booking, $60, $15	**About $229**

No discount this month. Use the privilege instead.

A 15% discount turns a direct booking into one worth slightly less than an Airbnb booking. First access costs nothing to deliver and gives UGA parents a real reason to join.

WHAT THE PRIVILEGE COSTS

First access: about $0, and game weekends still sell at full price. If the host wants a returning-guest touch, a jar of the property's pecans costs about $6 (Est.), less than any discount.

MOST YOU'D PAY TO WIN ONE BOOKING

To beat an Airbnb booking, a direct booking can cost at most about $46 to win (Est.). Skip paid ads until a test shows a lower cost per completed stay.

7. Other ways to be found

Social creates desire before dates are chosen. These routes reach people who are already planning.

ROUTE	THIS MONTH
Search (direct page)	Publish one helpful page: "Where to stay for a UGA weekend without the downtown noise", with the back-roads route, drive times and a planning checklist. Write what a parent needs to know. Keep dates current.
Google Vacation Rentals	Ask the PMS whether the direct page is connected and the price and dates match. Set up in the OTA Distribution step. A connection doesn't guarantee placement.
UGA parents Facebook groups	Answer questions about where to stay only where the group allows it. Help first, link only if asked. Read each group's rules before posting.
One local partner	Swap a feature with a Jefferson business guests already love, such as a farm stand or a bird-supply shop. No money changes hands. Pick a partner that fits the quiet. No paid or referral deals.

8. The scene library

One filming session, sorted by guest moment rather than by room, so each clip can serve a reel, a still, a website section and an email.

MOMENT	SHOTS TO CAPTURE	USE
Slow morning	Mug on the patio rail · Frost or mist on the meadow · Deer crossing, long lens	Reset reels, welcome email header
Arrival	Car on gravel · Keypad close-up · Bag down, kettle on	Point-of-view reel, check-in section on the direct page
Birding	Binoculars on the rail · Feeder · Bird list card · Bluebird on the fence	Bird-count posts, birding page
Game-weekend prep	Kitchen counter with snacks · Printed route card · Sofa bed made up	Circle emails, parent posts
Evening	Meadow at sunset · Porch chairs · Lamp-lit bedroom	Stills, carousel closers

9. The hour, the rules and the numbers

ONE HOUR A MONTH

Day 1	Gather new reviews, 10 to 15 photos or clips, next month's events and the calendar's open nights.	15 min
Day 1	Run the skill. Edit every piece so it sounds like you.	20 min
Day 1	Schedule the posts in Meta Business Suite and the emails in your email tool.	15 min
Last day	Read the replies and fill in the five numbers below.	10 min

NEVER

- Offer a discount the host didn't ask for, or any discount on a game weekend.
- Email anyone who didn't opt in to marketing. Booking messages are not marketing.
- Use Airbnb or Vrbo messages to push guests off the platform.
- Show a view, amenity or AI-made image that isn't the real property.
- Use fake urgency: "only 1 left", countdown timers, "prices going up".
- Use a guest's name, face or words without permission, or offer anything for a review.

MEASURE IT MONTHLY

- Guest circle signups, by where they joined
- Replies to circle emails (the best sign the relationship works)
- Saves, shares and profile visits per post, not views
- Direct enquiries and first reply time
- January nights booked, by source, with contribution after fees

10. Where every piece came from

MATERIAL	SOURCE
Review lines	Demo lines made up for this sample. Use only real reviews, quoted exactly.
Photos and clips	Demo shot list. Use only real photos of the property.
Christmas Bird Count	Audubon runs it from December 14 to January 5 each season (audubon.org).
Great Backyard Bird Count	Held each February. Confirm 2027 dates on birdcount.org.
MLK Day	Monday, January 18, 2027 (US federal holiday, third Monday of January).
UGA dates	Spring classes, G-Day and commencement: confirm on uga.edu. The 2027 football schedule wasn't published when this plan was made (georgiadogs.com).
Fees	Airbnb 15.5% host-only fee and card processing as used in the OTA Distribution plan, checked November 2026.

Sample plan with demo inputs: the goal, review lines, photos and costs are made up. Event dates marked "confirm" need checking before anything is published.

Made with the free Marketing Plan skill from STR Booster · strbooster.com/skills · Method from Booked Solid by David Anthony Scott