

Listing launch and follow-up kit

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Before launch

- Check the lead image, room order, listing facts, mobile page, contact button and branded/unbranded destinations.
- Send a test inquiry through the actual public route. Confirm the receiving person can see it and knows how to respond.
- Choose one next action per post: request details, arrange a conversation or open a specific resource. Match the destination to that promise.

After launch

- Delivery day: confirm files and links are accessible, then agree on the next review date.
- At the first review: look at relevant inquiries, showing requests and questions. Views alone do not tell you whether the content helped someone act.
- Record the most common unresolved question. Use it to improve the description, photo sequence, FAQ or next piece of content.
- Ask permission before adding someone to ongoing marketing. A request for listing details is not blanket permission for an unrelated sequence.

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Two messages to adapt

- Delivery: Your media is ready at [link]. I suggest we review [hero photo / room order / launch plan] together before [date]. Would [time] work? We can also map the next property's media needs while we are there.
- After an inquiry: Thanks for asking about [property]. Here is [the exact information requested]. Is [specific next step] useful, or is there another detail you need first?
- Personalize each message, verify every link and stop follow-up when someone asks you to.

Track what matters

- Use these columns: date; channel; post or listing; inquiry requested; response owner; response time; next step; due date; outcome.
- Separate views, clicks, inquiries, qualified conversations and bookings. These are different stages, not interchangeable results.
- Weekly question: which piece of content led to a useful conversation, and what should we repeat? Mark missing attribution as unknown rather than guessing.