

WHO?



The Lake House Guest Cottages of the Berkshires, was established in 2015 as a new boutique-style cottage resort.

WHAT MAKES YOU UNIQUE?

We offer a Berkshire experience for families that want to enjoy an outdoor vacation, relaxing atmosphere and hours of entertainment for the children. The resort was designed to create a community among our guests and provide the perfect venue for lake front weddings and reunions along with a new twist to corporate retreats and meetings.



MARKETING ON OUR OWN:

Our resort officially opened June 2015. During the building process our marketing was limited. We were referred to Aliste Marketing through our contacts and after reviewing the Aliste Marketing website and learning more about their services it seemed like the perfect fit for The Lake House.

THE ALISTE MARKETING SOLUTION:

Within two months of officially opening, the guest feedback has been overwhelmingly amazing.

"I wanted to let you know that my college roommates and I had a FANTASTIC time at the Artist's Cottage this past weekend. The house was immaculate and extremely comfortable. The grounds were impeccably maintained. The lake amenities (paddle boards, kayaks, etc.) were top notch and a ton of fun. Cory, the property manager, was super attentive and helpful the whole weekend. All in all, we had a great time and would definitely come back."

Guests that have stayed at The Lake House are already inquiring about monthly rentals next year and trying to move their schedule around to come back the last few weeks of this summer. The Aliste Marketing team creates engaging content that is specific to our area and target market, which are families and event venue seekers. As a result of consistent online content including blogs, social media, email marketing and review site management, we have seen good traffic on our website. In just four months our Facebook page has over 680 Likes, 12 online reviews and over 16,000 web page views.

Moving forward, our goal for marketing is to continue to see growth and capture the clients we're after through print marketing, advertising and social media. We want and need to stay up to date on industry trends and know our market to keep offering the experience and value they want. As our resort expands, so will our goal of having a booked schedule throughout the summer months each year.

