Interactive Marketing Scholarship

General Scholarship Information

The Interactive Marketing Scholarship is designed to encourage and promote creative marketing in relation to online business. A scholarship of $2,500 is awarded twice per year, once in August and January. VacationRoost is the industry leader for vacation rental homes, condos, hotels, and more at over 80 destinations from beach to ski. Our business success depends on online marketing and we are excited to offer this scholarship to the up and coming generation of online marketing professionals.

Application deadlines are the following:

- **June 1st** for August Award
- **November 1st** for January Award

Entry Guidelines for the Scholarship

1. **300 – 500 Word Essay** – Visit [www.vacationroost.com](http://www.vacationroost.com). Browse through the site and spend some time getting familiar with the vacation rental products, company, and information. Choose something that interests you from the site i.e. vacation rentals at a popular ski destination. Write an essay about that subject, focusing on why it interests you. Reference the content/website that you are writing about.

2. **Publish Your Essay Online** – After you write your essay, publish the essay online somewhere (personal website, blog, etc.) so that others may see your publication.

3. **Narrative Outline** – Summarize what you learned about online marketing through the application process and explain why you deserve the scholarship. Consideration will be given to those who show an understanding of the connection between publishing content and online marketing.

4. **Fill Out the Application Online** – Visit [www.vacationroost.com/about-us/community/scholarships](http://www.vacationroost.com/about-us/community/scholarships) and follow the directions in filling out the final application process.

Scholarship Requirements

- Essays must be original and written by the applicant. Essays will be checked for plagiarism, re-writes, and duplicates.
- The essay must exist online. This can include (but is not limited to) websites, blogs, forums, school pages/sites, etc. This is an opportunity to learn about the connection between online
content and online marketing. The URL of the essay will be required for proof as part of the final application process.

- Your essay must generate at least 2 referring website visits (can include yourself) to the website vacationroost.com website. It can be anywhere on the website (the content you wrote about, vacation homes, a popular destination, or anything else). Viewers of your essay will need a way to visit the vacationroost.com website from your essay. VacationRoost will verify that someone visited the website from your published content to the vacationroost.com website via website analytics and tracking tools used internally.

- Final application process will require:
  - Copy of your essay
  - URL of your publish essay online
  - Narrative Outline
  - Additional personal information as required for proof of full-time student status and active registration

**Scholarship Application Tips**

- **Tip**: Think creatively about where you can publish your essay online. Common outlets include Facebook, Twitter, Google+, email, and blogs. Try to be innovative in demonstrating what you learned through this simple exercise.