

Importance of Marketing Your Hotel Online With Video, Photographs & Social Media

How do you help those travelers to find your hotel online without losing significant profit on OTA fees?

Improve your property's digital presence, especially in your local market, to increase your revenue is vital now! The choice of hotels and travel just prior to summer is the hottest time of the year and reach your local corporations for meetings, banquet, and local event attendance.

Marketing your hotel follows three stages:

- 🌸 **Reaching travelers**
- 🌸 **Turning travelers into guests,**
- 🌸 **Connecting with guests during and after their stay.**

Be Found: Reach travelers all over the web, especially Local!

Today's travelers are discovering hotels differently than they ever have before. Over 80% of people have researched destinations on mobile devices, and seeing a friend like it on a Facebook page, see a Tweet or one of the other social media interactions. These are more likely to inspire someone to book a trip or stay at a hotel than if they had seen traditional advertising.

Be Found



Mobile Visibility

Online searching and mobiles aren't just for planning anymore. Almost *half* of U.S. travelers have booked a hotel on a mobile device, and 35% of call-in bookings are generated by their mobile devices. Smartphones, yes they do Rule, remember, ***Social is Local!***

To reach travelers and importantly your local market, you need to be extremely visible online and fully optimized for mobile devices. A *vanity website* outside of the your brand.com page is vital, to not only provide the information that searchers want, but also to help people not get distracted by competitors within your brand's search results.

Update Online Listings

Next, you must ensure that those mobile calls and website visits from people ready to book do reach you. This can be enacted by a listing management service which maintains accurate contact information on search results, on social media, within GPS devices, and on hundreds of portals. Whether someone Googles "hotels near me" or is using their GPS on the road, you'll be able to be found by travelers.

Get Chosen: Turn travelers into guests.

Importantly getting a traveler's attention is only half the battle. Three-quarters of U.S. travelers say that understanding all options is an important factor to booking their trip. Before making a final decision, travelers want to see current hotel photos and be able to read guest reviews.

Get Chosen

Choosing Hotel Photos



When it comes to hotel photos, it is most important to show an accurate portrayal of your hotel. If you're meeting or exceeding expectations, you'll have happy guests. If you let down your guests by using overly retouched or outdated photos, your guests will be disappointed and are more likely to leave negative reviews online.

You might wonder if that really matters. After all, the nice photos got the room booked for the night. Many studies have found that when comparing hotels side-by-side, travelers will choose the hotel with a higher review score. In addition, hotels with higher review scores can actually charge more per night.

The Power of Video is an exceptional email and presentation tool. They tell the story and show all the talents from afar.

Hotel Reviews Impact Reservations

How greatly do reviews really affect future travelers? While researching where to stay, nearly half of the online resources that travelers consult are review websites and apps. Almost all travelers (roughly 9 out of 10) say that reviews influence their booking decision. The bottom line: **reviews matter**.

To turn travelers into guests, you need accurate up-to-date hotel photos and a well-managed online reputation.

Stay Connected: Help guests influence future travelers.

Some hoteliers don't realize that previous guests can actively affect their hotel's online reputation. You aren't simply at the mercy of who does or doesn't review their hotel stay. There are a few ways you can encourage your guests to connect with you online in order to help influence your actual online reputation and guide future travelers to choose your hotel.

Stay Connected



Collect Guest Email Addresses

Make it a goal to collect email addresses of guests following their stay to connect later. Emails are a way to reach out and ask happy guests to leave feedback about your property on online review sites.

Respond to Online Reviews

Travelers perceive that hotel managers who respond to online reviews care more about their guests. An impressive 65% of guests say that they would be more likely to stay at a hotel that responds to online reviews. Review responses provide a sense of transparency and give an opportunity for you to graciously accept praise and proactively solve any problems.



Connect on Social Media

People are increasingly influenced by their social media networks, and travel is no exception. From travel inspiration to finalizing plans, Facebook and Tweeter users consult their friends and families every step of the way. As we mentioned, simply getting a past guest to like your Facebook

page or send out a complimentary Tweet can encourage one of their friends to book with you.

Get Started Today

You can add these things to your to-do list, or you can partner with us to ensure you make a big impact online as soon as possible. *CommSmart Global Group* has helped those globally to increase their social media presence and increase visibility. We're experts on making your communications shine online. Our goal is to help you increase revenue by improving your online presence.

Improve Your Strategy

Improve Hotel Website Visibility in Searching

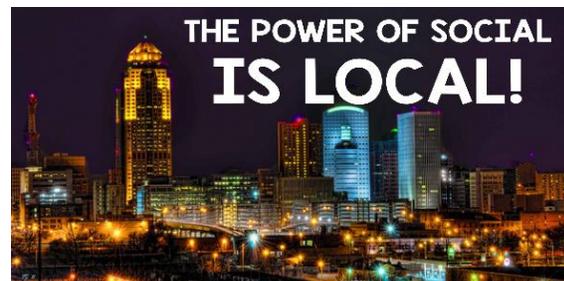
Appeal to Audiences with Local Social Media Content

Local pages receive much higher engagement numbers than their brand pages. Stay relevant and offer your followers with the content they want to see.



www.commsmartglobalgroup.com

www.commsmartglobalgroup.com



Email: socialinteraction@commsmartglobal.com

Telephone: (515) 300.6130

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