

The Next Level of Marketing

with Bill Bullard and Jeff Bryce

- Inn at Occidental of Sonoma Wine Country
- CABBI Marketing Director
- Bullard Partners
- Marriott School of Management
- Co-Founder Reservation Nexus

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Slides available at www.bullardpartners.com

The Next Level of Marketing

- *You've already...*
 - Hired a B&B professional to build your website
 - Optimized website with key search words/phrases
 - Joined local, regional, and state B&B associations
 - Top 10-20 B&B Directories (and know their ROI)
 - Google, Yahoo, MSN Pay-Per-Click (PPC) Campaigns
 - Signed up for GDS & Net Rate Opportunities
 - Have online Availability & Reservations

The Next Level of Marketing

- Inntelligent Report :*

Thanks

*Scott Crumpton and
Whitestone Marketing*

Rank	Bed and Breakfast Guide	Minimum Annual Price w/Link
1	bbonline.com	\$120.00
2	bedandbreakfast.com	\$229.00
3	bbexplorer.com	\$99.00
4	lanierbb.com	\$185.00
5	ibbp.com	\$130.00
6	bnblast.com	\$110.00
7	virtualcities.com	\$115.00
8	bnbfinder.com	\$99.00
9	iloveinns.com	\$150.00
10	innsite.com	Free



<http://www.inntelligent.com/learning-guide-ranking-report.html>

The Next Level of Marketing

- **Video**

- www.YouTube.com
- www.Slide.com
- www.TripAdvisor.com
- Google videos
- Yahoo videos
- State/Regional film commission
- Search for travel videos in your destination
- *Your own website!*

The Next Level of Marketing

- **Personal Websites**

- www.MySpace.com
- www.Facebook.com
- www.Linkedin.com
- www.Plaxo.com
- www.ZoomInfo.com
- www.Twitter.com

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- **Other Options**

- Virtual (3D) Tours, e.g. www.EnrichMedia.com
- Show availability on room page
- www.PurpleRoofs.com
- www.Craigslist.org
- www.Wikipedia.org
- Weather Station (www.Wunderground.com)
- Real Simple Syndication (RSS) Feeds
- Blogs

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• In San Francisco...

- www.HelloSanFrancisco.com
- www.DailyCandy.com
- www.Local.com
- www.SFCityGuides.com
- www.SFStation.com
- www.CityGuideAOL.com
- www.SanFrancisco.com
- www.DigitalCity.com
- www.BestOfSanFrancisco.com
- www.HolidayWatchdog.com
- www.OpenList.com
- www.OnlyInSanFrancisco.com

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- **Traveler Reviews**
 - www.TripAdvisor.com
 - www.Yelp.com
 - www.SelectRegistry.com
 - www.BedandBreakfast.com
 - www.Expedia.com
 - www.VirtualTourist.com

(don't forget pictures when possible)

The Next Level of Marketing

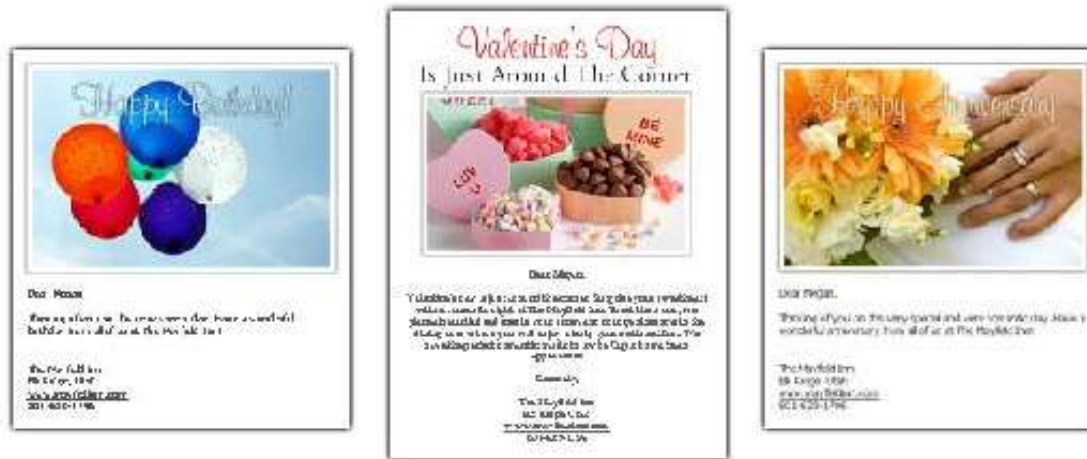
- www.SurveyMonkey.com
 - \$20/month
 - Create guest survey
 - Offer incentive to participate
 - Embed link into post-stay email
 - Use link such as www.myinn.com/survey
 - Use logical question to direct guests as appropriate

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- **Media Site**

- Create Google Picasa account (free)
- Create a Fact Sheet about your B&B Inn
- Post High Resolution Images Online that the authors can download 24/7
- Can be hidden or public

AUTOMATED MARKETING



What is Automated Marketing?

Automated marketing is about creating processes that automate marketing opportunities you wish you had time to do. Automated marketing revolves around capturing and utilizing guest information.

"It is so sweet of you to send a thank you. We have stayed in so many B & B's, and I can't remember ever receiving a thank you e-mail before." - A guest from The Brunswick Bed & Breakfast



How Do You Gather Guest Information?

Automated marketing can't be done on paper. You need reservation software that has online bookings from your website, guest management and automated marketing all in one system.

Exporting lists to external email solutions isn't automated, right? New guests should be included in any upcoming e-mail promotion with no additional work needed on your part.



Permission Marketing

Automated marketing and permission marketing go hand in hand. Permission marketing is all about getting permission from your guests to communicate with them professionally and consistently. Now that you've not only gathered guest information but permission, you can send:

Map & direction e-mails, thank you e-mails, birthday and anniversary e-cards, newsletters, promotions and holiday e-mails.

AUTOMATED MARKETING

Increases:

guest loyalty

guest return rate

revenue by 20% to 40%

Benefits of Automated Marketing

With any quality service or product, selling to existing customers has a high success rate. By communicating and reminding your guests about the amazing experience they had at your business, automated marketing increases your guest loyalty and guest return rate.

By including a link to TripAdvisor.com in your thank you emails, you can raise to the top with the most and best reviews.

Automated Marketing Tips

Some systems don't capture critical marketing information by default, such as birthday and anniversary information. Verify that both your reservation software and staff do so consistently.

Send out birthday e-mails the day of the birthday. Be the first to wish them a happy birthday!

Send out two anniversary e-mails: one several weeks before their anniversary and a second the day of.

Don't get too carried away on your promotional emails on both the design and the frequency. Clean emails do better with e-mail filters. Monthly promotions won't wear out your welcome.

Come up with your promotions during slow times and schedule them strategically throughout the year.

Use a provider that has a solid template library so you don't have invent everything yourself.

Bullard - Bullard Partners

Hyatt E-Concierge [Concierge@HyattE-Concierge.com]
Monday, March 23, 2009 11:12 PM
BILL@BULLARDPARTNERS.COM
Hyatt Regency Atlanta 7 Day Arrival Notice - WILLIAM BULLARD - 23620841

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[Hyatt E-Concierge](#) [Visit Hotel Website](#)

**Hyatt Regency
Atlanta**

205 Peachtree Street Northeast
Atlanta, GA 30308
Tel: 404-577-1234
Fax: 404-568-4337

Greetings from Hyatt Regency Atlanta,
Hyatt Regency Atlanta is excited about your upcoming stay, arriving on Tuesday, March 31, 2009 and departing on Thursday, April 2, 2009.

Remember, you can still use Hyatt E-Concierge to create a memorable stay with our hotel. Plan activities, arrange transportation, make restaurant reservations, and more. Within 24 hours, we'll send back a complete itinerary confirming your requests. [Click here](#) to use the new Hyatt E-Concierge.

Plus, now your nights at Hyatt can be even more rewarding. You can earn up to 20,000 bonus points with Hyatt Gold Passport's More Than a Bonus promotion. [Register now.](#)

We look forward to your Tuesday, March 31, 2009 arrival. Thank you again for choosing Hyatt.

Warm regards,

Joe Hindsey
General Manager
Hyatt Regency Atlanta

10-Day Forecast for: ATLANTA, GA

	Tonight Partly cloudy - Low 44
	Tomorrow Some sun, then clouds - High 69
	Tomorrow Night Cloudy - Low 49
	Wednesday 3/25 Thundery rain in the p.m. - High 60 / Low 53
	Thursday 3/26 Periods of rain and a t-storm - High 60 / Low 55
	Friday 3/27 Cloudy with a chance of rain - High 65 / Low 56
	Saturday 3/28 Cloudy, chance for rain - High 70 / Low 50
	Sunday 3/29 Partly sunny and windy - High 70 / Low 50
	Monday 3/30 Periods of rain - High 66 / Low 43
	Tuesday 3/31 Partly sunny - High 59 / Low 43
	Wednesday 4/1 Clouds and sun - High 67 / Low 50

Requested Services

Recently, you have requested no additional services for this stay. Click the [Hyatt E-Concierge](#) link to see a list of services offered at this hotel.



[View Directions](#)

**BULLARD
PARTNERS**



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Audience Participation

- Offer Skype (phone calls over your computer), free when calling computer to computer
- Post reviews on Google Local
- Post reviews on Frommers.com
- Post reviews on iloveinns.com
- Create a fan page on your facebook account

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