

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

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!*

Personal Websites

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

Other Options

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

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)

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

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

- Introduction
- Gathering Guest Information
- Permission Marketing
- Benefits
- Tips