

# 120 Marketing Ideas for Hotels in 2009

## Website

- Buy some great domain names (market is less competitive right now)
- Remove your intro "splash" page
- Have a clean & simple web design
- Use [Website.Grader.com](http://Website.Grader.com) to ensure technical quality
- Build easy navigation
- Ensure instant brand identification
- Make contact forms [short & simple](#)
- Use [Google Optimizer](#) for best results
- Add [live chat](#) support
- Add a [virtual host](#)
- Use video instead of text (where possible)
- Post directions to your hotel [in pictures](#)
- Syndicate content as RSS
- Offer in-depth destination information
- Show pictures of attractions near your hotel with [Panoramio](#)
- Use [Google maps](#) to provide step-by-step directions to your hotel
- Let visitors write and send eCards (email postcards)
- Publish visitor comments
- Publish videos of satisfied guests
- Include positive social media rankings (ex: #1 in San Francisco on TripAdvisor)
- Add social bookmarking services [Digg](#) and [del.icio.us](#) to important pages
- Use [Mofuse.com](#) to make your site mobile-friendly
- Use [Diigo](#) to track & share changes to competitors' websites
- Create a [public Google Calendar](#) to show upcoming events

## Organic Search Marketing (SEO)

- Focus on [dominating local search](#)
- Create local keyword lists by [pairing](#) geocentric keywords (Seattle) with industry keywords (boutique hotel)
- Optimize for [questions people ask](#)
- Make your blog [search friendly](#)

- [Appear in Google Maps](#)' local business listings
- Make sure your hotel website has the right keywords in the [right place](#)
- Establish a [web presence](#), not just a web site
- Use [Quarkbase](#) to understand your web presence
- Use Google Trends [for websites](#)

### Paid Search Marketing (PPC)

- [Determine your objective first](#) (ROI, growth, market research, etc)
- Use professional keyword research tools
- Use property features as keywords
- Include industry & long tail [keywords](#)
- Do keyword competitive analysis to find opportunities
- Experiment with different match types (broad, phrase, exact)
- Use negative keywords
- Grab attention with your ad copy
- Use Dynamic Keyword Insertion (DKI) to include search phrases
- Highlight special seasonal offers & update regularly
- Disqualify unlikely guests
- Create many ad variations for each ad group
- Split test ad copy variations
- Use unique reservation landing page
- Adjust keyword bidding strategies
- Use seasonality data
- Try [geo-targeting](#)
- Experiment with ad placements (on travel websites)
- Target specific demographics
- Set up weekly statistics reporting
- Ask your PPC agency [hard questions](#)

### Social Media

- Listen to what people are [already saying](#) about you
- Monitor your brand name with [Google Alerts](#)
- Use [Google Trends](#) to find what's hot
- Start a [destination blog](#)
- Start a hotel blog
- Have your [staff start blogs](#)
- Understand the [7 types of blog posts](#)
- Use [Feedburner](#) for RSS syndication
- Offer an email alternative to RSS
- Make blog posts richer with [Zemanta](#)
- Encourage distribution with [ShareThis](#)

- Build your blog community with [MyBlogLog](#)
- Realize that effective PR takes place in social media
- [Pitch travel bloggers](#)
- Focus your social media outreach on [best groups](#)
- [Start tweeting](#)
- Create a [Facebook page](#)
- Get listed in [WikiTravel](#) (amazing how many smaller hotels are absent)
- Get listed in [TripAdvisor](#)
- Get listed in [Yelp](#)
- Get listed in [VirtualTourist](#)
- Encourage guests to register with Yelp & Tripadvisor at [check in](#)
- [Ask for](#) TripAdvisor hotel reviews when your guests check out
- Ask for Yelp reviews at the end of all in-house satisfaction surveys
- When a guest compliments your hotel, ask them to give you a social media review
- Print a social media review request on the [back of your business cards](#)
- Start a [Flickr](#) photostream
- Start a [Flickr group](#)
- Start a [YouTube](#) channel
- Shoot a video of your hotel, and post it to [Google Video](#)

### Measurement & Analytics

- Install (free) [Google Analytics](#) (if you haven't already)
- Understand [how Analytics can help](#) with search optimization
- Use [Compete.com](#) to understand your site traffic (& competitors)
- Track referral source types
- Know which websites refer the highest quality traffic
- Develop [meaningful metrics](#) for digital marketing
- Track number of social media mentions
- Track social media satisfaction percentage
- Create new toll-free numbers to track different web promotions
- Try [HowSociable?](#)

### Customer Service

- [Listen to your guests](#) using the web
- Respond to feedback (positive and negative) in social media websites
- Develop a more intelligent [guest relationship system](#)
- Build an (opt-in) email list of your guests
- Offer exclusive rates to your list
- [Reward your best guests](#): Send special birthday & anniversary packages
- Reward your best guests: Create seasonal specials packages
- Hire [multilingual](#) staff

- Hire [multicultural](#) staff
- [Offer air conditioning](#)
- Print and give out (free) postcards
- [Reimburse](#) checked baggage fees
- Provide a SMART shopping car ([like Le Bristol](#) in Paris)
- Borrow ideas from customer service leaders like Nordstrom and Lexus

### Technology

- Embrace new technology that improves your guest experience
- Provide free internet access through WiFi and guest computers
- Offer technology that complements your [hotel's heritage](#)
- Add new [entertainment hubs](#) (with iPod docking, etc)
- Try [interactive activity planner centers](#)
- Experiment with permission-based [mobile marketing](#)
- Get your hotel video posted on [TVtrip](#)

### Miscellaneous

- Look for big advertising discounts (corporation budget cuts mean remnant sales)
- Try [unconventional](#) room pricing
- [Never reduce prices](#) as a quick-fix remedy
- Partner with local businesses for destination marketing
- Sell the experience, not the room

This was originally posted to the [Hotel Marketing Strategies](#) blog January 6, 2009 by Josiah Mackenzie (josiah@gradigio.com). Make sure to [subscribe](#) for the latest trends and hotel marketing ideas.

For help promoting your hotel, visit [Gradigio.com](#) or call +1 (800) 737-5817