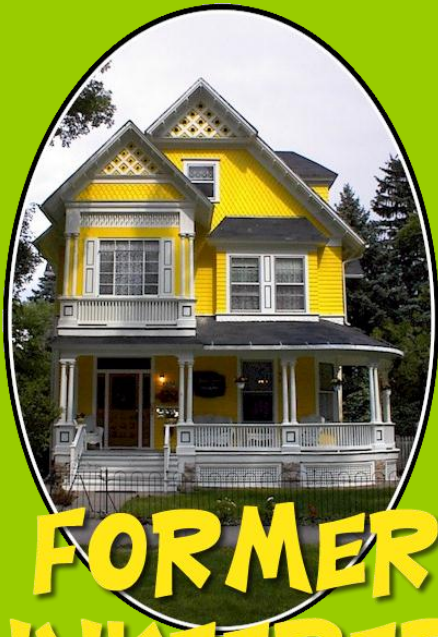


Internet Marketing Wellness Checks



**FORMER
INNKEEPER...**

Presented by:

Lisa Kolb

President and Co-Founder
Acorn Internet Services, Inc.

Who is Acorn Internet Services?

- Founded by former Innkeepers (1996-2005)
- 27 Team Members
- 50% of our Team have Innkeeper and/or Innkeeping Industry Experience!
- Currently supporting over 600 Clients
- We believe that Knowledge is Power
- YOUR Success is our Passion!



The Acorn Motto: "Educating our Industry one Innkeeper at a Time!"

Internet Marketing Wellness Check

- What and Why?
 - Alternative to our One-on-Ones
 - Individualized specifically for YOUR business
 - Step by Step to-dos to improve your marketing presence

While every effort has been taken in the development your individualized Internet Marketing Wellness Check, please keep in mind that these reports were produced completely by hand and are at the mercy of the current search engine results at the time of review.

Cutoff Date to Receive Completed Report: February 10, 2012

So Little Time, So Much to Share...

TAKE AWAYS

At the end of today's session, you will have been introduced to all the elements needed for a Revenue Generating Marketing Plan in 2012.

QR (Quick Reference) Codes

Apps for Different Phone Types

- BlackBerry
 - BeeTagg
- iPhone 4
 - QR Reader
 - Mobi.Scan
- iPhone 3
 - TapMedia Ltd QR Reader for iPhone
- Android
 - Bar Code Reader
 - QR Droid from DroidLa

Overview

- Introduction: Continuing Education
- Section 1: Web Site Design, Photography, Form and Function
- Section 2: Organic On-Page Placement
- Section 3: Organic Off-Page In-Bound Link Support
- Section 4: Places Listing Placement
- Section 5: Reviews and Reputation Management
- Section 6: Blog Management
- Section 7: Social Media Factors
 - Facebook, Twitter, YouTube, Google+
- Section 8: Social Media “Cousins”
 - Newsletters and Press
- Section 9: Mobile Sites
- Section 10: Google Analytics
- Wrap-Up and Miscellaneous



PRESENTS...

FREE
Industry Education

To See **ALL** Recordings
- **Click Here** -

Acorn IS - Industry Education

Acorn Internet Services provides
FREE Industry Webinars from
time to time through out the year.
These "Free For All" Industry
Webinars are open to
Any-and-All innkeepers and
small business owners interested
in attending. These special
Webinars are higher level
discussions on current topics of
our choice offered to the general
public.

Continuing Education Opportunities

ACORN INTERNET SERVICES, INC.
Partnering with our Clients for Success

Sales 877-226-7699 Support 719-329-0977

ACORN U YouTube

About Us Services Pricing Portfolio **Free Education** Acorn University Class Registration News Login Blog Home

- Educational Bytes
- FREE Industry Webinars
- Printable Training Guides
- RFP Starter Kits
- Online Tutorials
- Video Tutorials
- Free Webinar Recordings
- Just For Fun Videos

Attend **FREE** Industry Webinars

← <http://FFA.acorn-is.com>

You Tube
CHANNEL

youtube.com/acorninternet
EDUCATIONAL BYTES

ACORN
UNIVERSITY

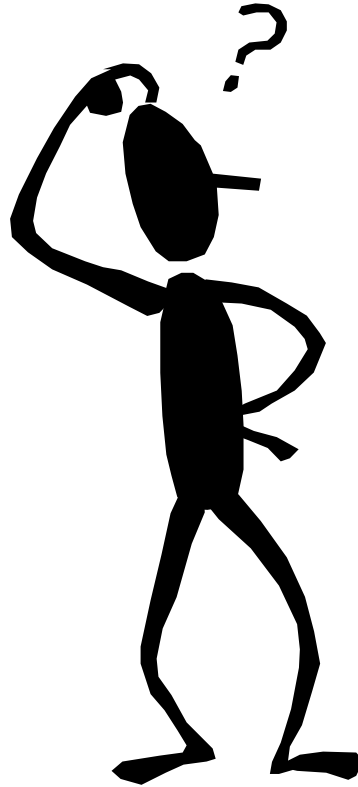
Providing Education, Experience and
Knowledge to Grow Your Business!

club
60\$

Innkeepers Marketing Project Planner



Questions so far?



Section 1: Web Site Design, Photography, Form and Function

**Question: Does your Inn
need a New Web site Design?**

Your Web site is your Inn's Most Valuable Marketing Asset!

Section 1: Web Site Design, Photography, Form and Function

New Site Design: Innkeeper Feedback

- “Our business is up 30% +”
- “The phone won’t quit ringing”
- “Our guests tell us they chose us because of our new site”
- “The site paid for itself in less than 1 month”
- “We just has our BEST MONTH Ever!”

You should expect these types of Results with any Experienced and Proven Industry Design Company...

New Design - Is it Worth It? Custom / Turnkey



"In spite of a difficult economy, we have had a great year. I think the fact that we are Acorn clients has a great deal to do with this. **We had a new site built this year, which had a significant impact on our occupancy.** The new site, combined with my on-going participation in and commitment to Club 60, and what I have learned from Acorn U Webinars is helping me to maintain a necessary presence on the internet. The folks at Acorn Internet Services monitor the ever-changing search engine environment and provide education that enables innkeepers like me to react and respond."

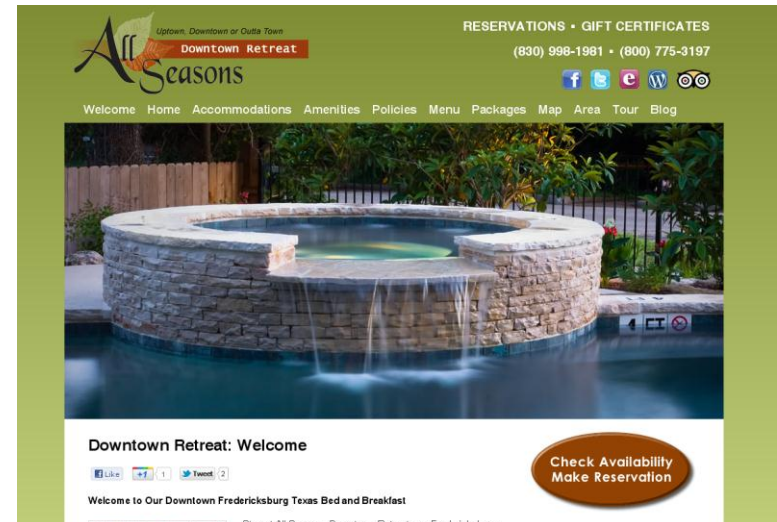
Jan Preus, 1750 Inn at Sandwich Center

Year to year revenue increased by 26% the first month we launched the website. Month number two, it increased by 49%!

What makes this even more impressive is that this followed two months of revenue decline during our busy season and the revenue increase was during our slowest months of the year. I attribute this directly to the new website.

Our online booking success rate has gone from 1.6% to 4.8% since launching the website.

Joe Cloud, All Seasons Fredericksburg



Section 1: Web Site Design, Photography, Form and Function

Things to Consider...

- Are you in a competitive area (IE: You are NOT the only game in town)
- Have you updated your Web site in the last 2-3 years?
- Have your competitors?

Then it may be time to invest in your business with a new Web site Design including...

- Professional Photography
- Integrated Social Media
- Video
- Interactive Maps
- Unique and quality content with integrated On-Page SEO
- Consistent Navigation

Section 1: Web Site Design, Photography, Form and Function

If your answer is YES – then you will need to decide what Technology is BEST for your Needs?

- CSS/HTML Custom Design
- CMS Solution
 - Wordpress
 - Drupal
 - Joomla
 - Other
- Plug and Play Database System

Section 1: Web Site Design, Photography, Form and Function

You will then need to understand what tools you be using to edit your new site...

- What Photo/Text Editor is provided?
- Is the Editor suitable for your needs?
- Is it skill-level appropriate?

Note: *See if you are able to Test Drive or Learn More about the Editor in advance.*

Section 1: Web Site Design, Photography, Form and Function

You will also need to consider the Visual Appeal and Functionality...

- What level of Artistic Involvement do you require?
 - Full Creative License?
 - Hands-Off Approach?
- Reservation Software
- Social Media Integration
 - Discussion: Where to Display Icons?
 - Easy Access vs. Bounce Rates?
- Blogging Platform
 - Will your Blog integrate seamlessly into your new design?
- Professional Photography
- Photo Gallery Options
- Static and/or Interactive Maps
- Tracking and Statistic Software
- Mobile Site
 - With Separate Site Code or with Switched Content Mobile Display
- Integrated Video and YouTube Channel
- Press Page: High Resolution Photos, Starter Article Content, Current Publications
- Newsletter E-Mail Gathering

Section 1: Web Site Design, Photography, Form and Function

You will want to determine Ownership of your new Site design...

- Who retains the legal ownership of the completed design?
- Do you have the authority move the site, easily and in its entirety, to a new hosting company, or are you tied to the company who built your site?



Section 1: Web Site Design, Photography, Form and Function

You will want to determine Design Costs...

- What are the expected upfront costs?
 - Design
 - On-Site Visits
 - Professional Photography
 - Etc.
- What are the ongoing costs?
 - Hosting
 - E-Mail
 - Ongoing Support
 - Etc.

Section 1: Web Site Design, Photography, Form and Function

Anticipated Pricing...

Custom Designs*

\$5000 - \$6000 upwards to \$15,000 - \$20,000

Turnkey / Template Designs*

\$2000 - \$3000 and Up

Plug and Play Database Designs

Typically includes a Setup Fee and an Ongoing Monthly Fee that can start around \$90 a month upwards to \$1000+ a month

* Custom and Turnkey Designs are typically Owned by the Innkeeper once full payment has been remitted.

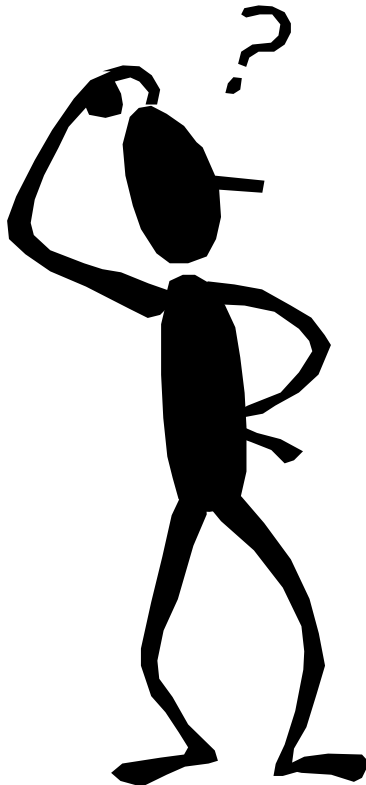
Section 1: Web Site Design, Photography, Form and Function

Where to Start?

- Review Competitor Web sites in your area.
- Place yourself in your Guests' shoes.
- Determine if it's time to invest in a New Site Design ... or if you simply need to invest in some updating to make your existing site more current.

Go To Section 1: Wellness Check

Web Site Design, Photography, Form and Function



RFP Starter Kits (Request for Proposal)

Website Investment: Site Design

RFP Starter Kits

RFP: Request for Proposal
The Smart Innkeepers Series

Part 1 Web Site Investment:
Site Design

THE SMART INNKEEPER SERIES .001

Part 2 Web Site Investment:
On-Page SEO

THE SMART INNKEEPER SERIES .002

Part 3 Web Site Marketing Maintenance:
Ongoing SEO and Marketing Plans

THE SMART INNKEEPER SERIES .003



Watch Supporting Videos at...

<http://rfp.acorn-is.com>

Or Learn More Online at <http://www.acorn-is.com>
Under Free Education -- click on RFP Starter Kits

10th Anniversary Gift Card

A Special Gift for Mid Atlantic Attendees



New Site Design	Custom Web Site Design
Marketing Services	Turnkey Web Site Design
Social Media Services	Mobile Site Design
Professional Photography	Database Site Design
Hosting Services	
Tracking Software	
Ongoing Maintenance	
Client Services Consulting	
Submit a Support Ticket	

Turnkey Web Site Design



Update Your Look and Stay Competitive

Acorn IS now offers "Turnkey" Web site designs as a lower-cost option for Innkeepers that simply cannot afford a full [Custom Design](#), but desperately need a new, updated look and feel to stay competitive in the marketplace.

[Turnkey Design](#) is all about developing a better Web site than what you currently have, on a budget you can afford,



Our Portfolio

[Click Here to View](#)

DEFINITION



Design and Development is the creation or modification of files, both text and image, that are stored in a format that can be displayed and broadcast on the World Wide Web. These files contain the

Section 2: Organic On-Page Placement

- Organic On-Page Placement is where a Web site is found for FREE in the different search engines.
- The more pages with quality, unique content, the more **“Authoritative”** the search engines believe you are in your business sector.
 - Sizing for OUR Industry: Very Small < 10 pgs, Small 10 - 20 pgs, Average 20 - 50 pgs, Large 50 -100 pgs, Very Large > 100 pgs
- The more pages that incorporate appropriate On-Page SEO, the more chance your site will be seen over and above just **“Location Specific”** Phrases.

Section 2: Organic On-Page Placement

On-Page SEO

Definition: Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results....

...because effective SEO may require changes to the HTML source code of a site and site content, SEO tactics may be incorporated into website development and design.



Section 2: Organic On-Page Placement

On-Page SEO

- Is Usually Performed by SEO Experts and Technical Writers.
- Not all Design Companies offer this service.
- You must ASK!
- You can expect On-Page SEO to increase your Design Bid 20%-30% over a Design Bid without On-Page SEO.

Section 2: Organic On-Page Placement

Per Google Guidelines <http://bit.ly/d29Dlc>

- Unique <title> Tag included in the <head> section of each Web page
- Unique <description> Tag included in the <head> section of each Web page
- Search Engine Friendly Navigation and File Structure
- HTML and XML Sitemaps
- WORDS or TEXT that support the <title> and <description> tags per page
- Social Media, Video and Blog Call-to-Actions
- Use of Anchor Text
- Image Alt Tags
- Heading Tags
- Integration of your correct local NAP (Name + Address + Phone) as per Schema.org documentation

Section 2: Organic On-Page Placement

Where to Start?

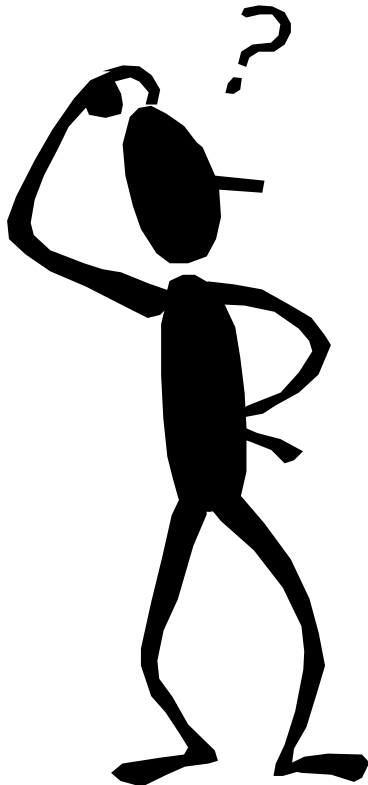
- Maintain a *Monthly Benchmark Report* (Educational Byte .009)
- Identify trends of what is working and what is not
- Formulate a plan to make On-Page SEO changes to drive more traffic.
- Remember to use a Keyword Word Tool such as <http://www.google.com/adwords> to verify that people are actually searching for the phrases you are marketing.
- **Continuing Education** to Learn More about On-Page SEO.



SEO (Search Engine Optimization) Monthly Class

Go To Section 2: Wellness Check

Organic On-Page Placement



RFP Starter Kits (Request for Proposal)

Website Investment: On-Page SEO

RFP Starter Kits
RFP: Request for Proposal
The Smart Innkeepers Series

Watch Supporting Videos at...
<http://rfp.acorn-is.com>

Or Learn More Online at <http://www.acorn-is.com>
Under Free Education -- click on RFP Starter Kits

Section 3: Organic Off-Page In-Bound Link Support



- There are 200+ factors that determine Google Organic Placement.
- In-Bound Links TO your Web site *not FROM your Web site*
 - Not all links are created equal.
 - Sites that link TO your Web site with a higher PR (Page Rank) are believed to carry more authority than sites with a lower PR.
 - Page Rank varies from a Low 1 to a High 10.
 - Anchor Text also helps to carry authority to support search phrases you are marketing.
 - It's important to have both unique and quality anchor text and not just your Business Name.

**Beware of companies that “BUY” In-Bound Links for you.
Be careful not to get involved in pyramid link schemes or link farms. Google considers these types of practices as Black Hat, and they can damage your placement.**

Section 3: Organic Off-Page In-Bound Link Support



Where to Start?

- Analyze your *(and your competitors)* In-Bound Link Reports.
- Use a free tool such as www.linkdiagnosis.com
- Create an action plan to gain quality In-Bound Links.
- **Continuing Education**
 - Learn how to use creative networking opportunities.
 - Learn how to identify and build quality In-Bound Links.



WEEKLY ACTIVITY

**201 Networking
Synergy Strategies**

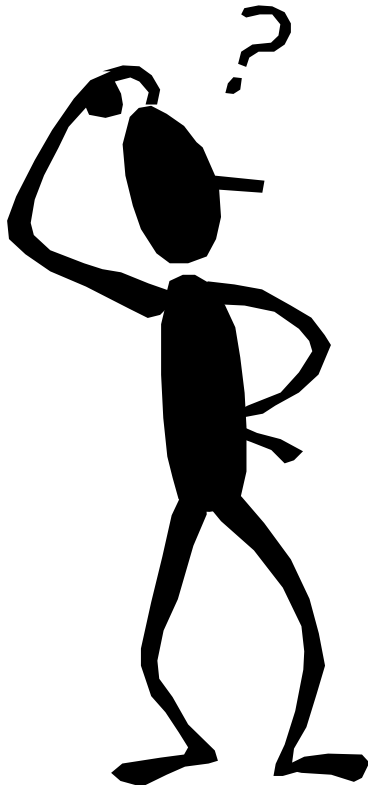


WEEKLY ACTIVITY

**203 Link Building
that Lasts**

Go To Section 3: Wellness Check

Organic Off-Page In-Bound Link Support



Section 4: Places Listing Placement



- Over the past 2-3 years, Places Listings has gained momentum.
- October 27, 2010, Places overtook Google organic placement.
- Free Places listing are identified by a RED balloon.
- Paid Places listings are identified by a BLUE balloon.
 - Use Google AdWords Express formerly Boost when you can't get SEEN!
- Places listings are found in Google “Everything”, “Places” and “Maps” listings
- Places feed MOBILE search results.
- No Places Listing = Less Business.
- Start with Google but move on to Bing and others...
 - USA <http://www.getlisted.org> or Canada <http://ca.getlisted.org>
- Places listings MUST be maintained.

Join us for Google Places: Search, Smartphones & More!
Tuesday, January 24, 3:00pm – 4:10pm (SH Caraway Room 1)

Section 4: Places Listing Placement



Where to Start?

www.acorn-is.com

- Free Google Places Tutorials are located under FREE Education...
 - **GP101:** Places Basics to learn what Google Places is all about.
 - **GP102:** Places Advanced to learn how to improve your placement.

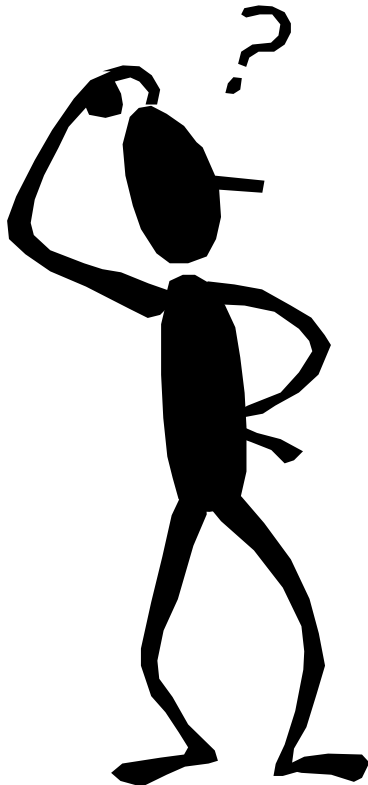
Continuing Education

- Stay current on ALL the Google Places changes that continue to affect your Local Listing Placement.

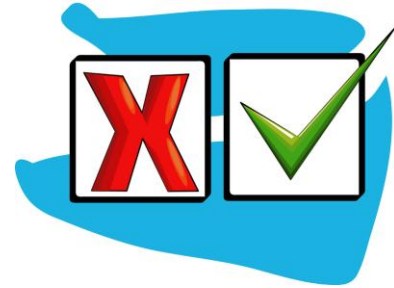


Go To Section 4: Wellness Check

Places Listing Placement

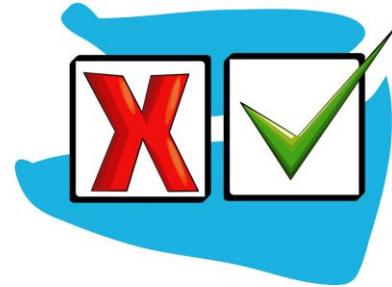


Section 5: Reviews and Reputation Management



- BEING SEEN and then BEING CHOSEN depends on what your Guests are saying about your business.
- Social input is going to impact whether a Guest chooses to book a room or not.
- You MUST keep on top of what your Guests are saying about you online.
- This is called “Reputation Management”.
- Tools like Google Alerts keeps you in the “KNOW”.
- Reviews have the proven power to influence your Places listing results.

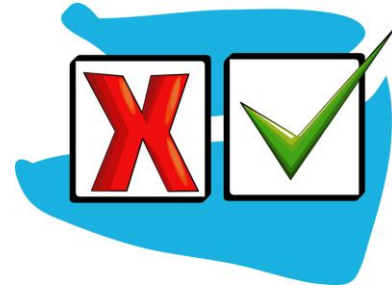
Section 5: Reviews and Reputation Management



EMPOWEREMENT come from KNOWING what's being said about your inn!

- Use Guest Thank you E-Mails to encourage Reviews.
 - Encourage “Happy Guests” to review you online.
 - Provide a variety of review systems for response.
 - Encourage “Grumpy Guests” to contact you directly.
- DO NOT PANIC if you get a bad review.
 - Web surfers expect NO ONE to be perfect.
 - Take time to provide a Management Response when permitted.
 - ALWAYS BE PROFESSIONAL.
- Have guests review you AFTER they leave your Inn.
 - Some review systems use discovery techniques based on IP addresses to identify bogus reviews.
 - Avoid Headaches! DO NOT have Guests review your Inn on the Inn's network or Guest PC.

Section 5: Reviews and Reputation Management



Where to Start?

- Look up your Inn Name in Google.
- Click on Discussions for more detail.
- Write management responses as needed.
- Remove bad reviews where permitted.
- Brag on the Good Ones!
 - Blog Posts, Tweets, FaceBook or Google +
 - Don't copy content from one site to another.
 - Be Concise! Use a Link Shortener!

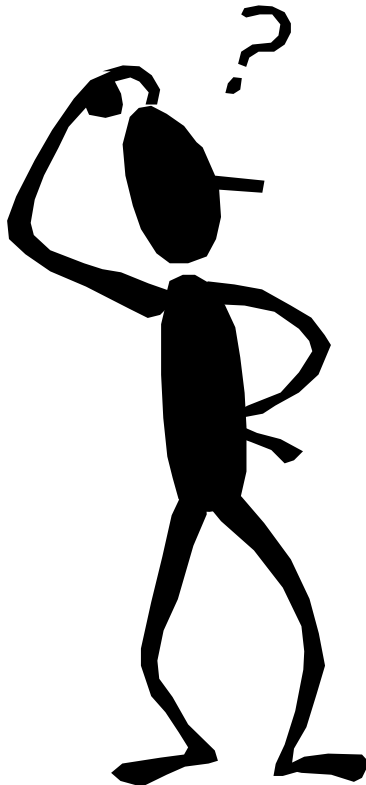
Continuing Education

- Google Alerts an Amazing Tool!

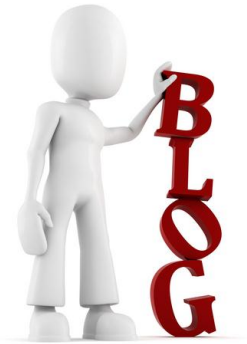


Go To Section 5: Wellness Check

Reviews and Reputation Management



Section 6: Blog Management



Weekly SEO Friendly Blog posts increase Bookings!

- Increase your Web site Authority.
- Add pages to your Web Presence.
 - Blog must be properly “attached” to your domain.
 - Google Blogger or WordPress are both quality options.
 - Evaluate Pros and Cons before deciding.
 - We recommend a “seamless” transition between your Blog and Web site. *Both systems support it.*
 - Make your *Social Media Maintenance* easier!
 - Automatically Feed your Blog posts to Facebook, Twitter and your Web site.
 - Use FREE Apps and Software to minimize effort.

Section 6: Blog Management



Where to Start?

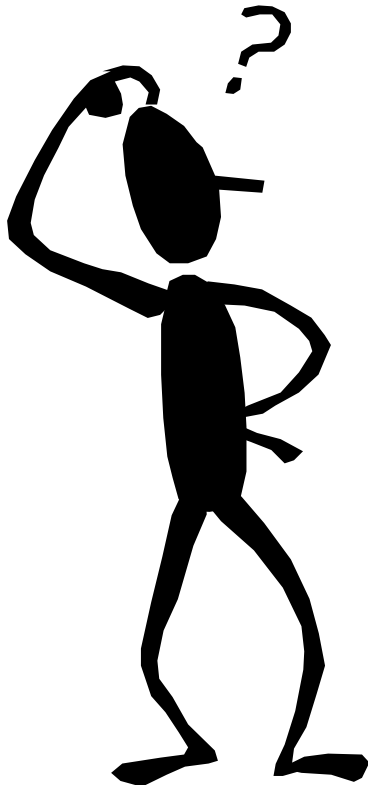
- Set up a Blog.
- Write Weekly SEO Friendly Blog posts.
- Need a Blog? Google Blogger is FREE and simple to install.
- Do-It-Yourselfer instructions are available on our Acorn IS Web site under the FREE Education Tab: **Printable Training Guides.**
- Contact your webmaster to attach your Blog to your domain.
- **Continuing Education**
 - Learn how to write SEO Friendly Blog posts for highest Searchability!



Don't want to Blog but know it NEEDS to be done? We offer Blog Baby-Sitting Services!

Go To Section 6: Wellness Check

Blog Management



Section 7: Social Media Factors

2012 Predictions

SEO Without Social Media Will Become a Relic of the Past

- Already, we're seeing SEO and social media marketing become intrinsically intertwined, but in 2012, **I believe we'll see SEO without social fade**, just as SEO without link building did from 1999-2000. **It's not just that social signals are making their way into the ranking algorithms (in both direct and indirect ways), but also that social is becoming the dominant method of both sharing and discovery for web users.** The link graph will remain useful for years to come, but the social "sharegraph" is chipping away at its ability to illustrate what's new, interesting, useful, relevant and high quality.

<http://www.seomoz.org/blog/8-predictions-for-seo-in-2012>

Still Not Convinced of Social Media's Impact to your Business?

www.acorn-is.com Under SERVICES, click [Social Media: Why Bother?](#)

Facebook

Section 7a: Social Media Factors

- Facebook has 800 million active users.
- The average Inn has approximately 200 “LIKES”.
- When properly set-up, Facebook...
 - Is a portal to your Web site.
 - Allows Visitors to **LEARN** more about your business.
 - Allows Guests to **SHARE** how awesome your Inn is!
- Facebook is NOT only for the 20 somethings!
- Facebook’s fastest growing demographic are the 50+ somethings!
- Want to seriously get involved in Social Media? Start with a Business Facebook Page!

Facebook

Section 7a: Social Media Factors

- You must have a Personal Profile in order to set-up a Business Page.
- DO NOT set up a Personal Profile as your business, it's against Facebook Guidelines.
- START with an ICON or LINK to your Facebook Business Page on your Web site, Blog, Newsletter, etc.
- MOVE ON to a Thumbs Up or Share Button to allow Likers to immediately share these pages with their Friends.
- GO ALL THE WAY and include Facebook OG Meta Tags on your Web site and Blog.
 - OG MetaTags allow Facebook to index each of your Web site and Blog pages into their system.
- Automatically feed your Blog posts to Facebook and save time!
- Consider a Customized Landing Page where you can BRAND your Inn on Facebook
 - Landing Pages may function in a variety of ways. *Availability, Specials, etc.*
 - View Customized Facebook landing pages on www.acorn-is.com under the Portfolio Tab - **Custom Facebook Portfolio**.

Facebook

Section 7a: Social Media Factors

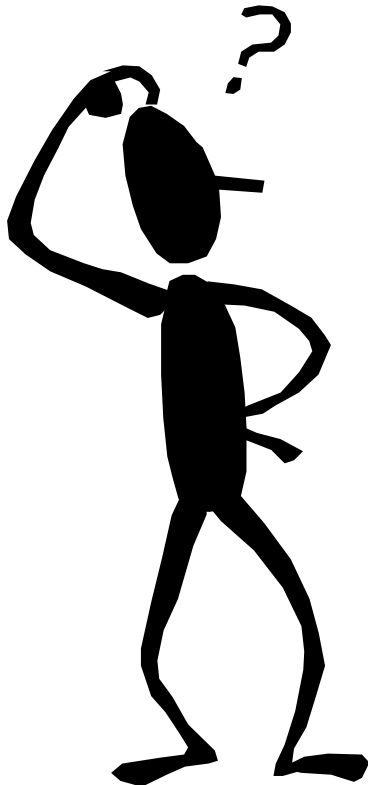
Where to Start?

- Don't have a Facebook Business Page? Create one and promote it on your Web site and Blog.
- Once your account is set up, fill out your Profile, Photos, etc. as fully as possible.
- Begin conversations and post on your wall daily.
- Watch for comments and respond.
- Facebook only works well when you are able to "communicate" in a timely manner.
 - You can't let it sit for days on end and expect to grow "LIKERS".
- **Continuing Education**
 - Learn new and better ways to make the Ever changing Face of Facebook work for you!



Go To Section 7a: Wellness Check

Social Media Factors - Facebook





Twitter

Section 7b: Social Media Factors

Though Twitter is not as extensively used as Facebook, it's a great medium to get last minute deals, things happening in your area or availability out to your Followers.

Many of our Innkeepers automatically feed their Blog posts over to Twitter in addition to Facebook, and find ways to use their 140 character "TWEETS" to get their message out.

Again, if you are going to immerse your Inn in Social Media, you must include Twitter in that mix!



Twitter

Section 7b: Social Media Factors

- START with an ICON or LINK to your Twitter Page on your Web site, Blog, Newsletter, etc.
- MOVE ON to a Tweet Share Button to allow followers to immediately share your Tweets with their Friends.
- GO ALL THE WAY with a customized background to Brand your Twitter Page with your Web site's Look-and-Feel.
 - Though Twitter isn't designed to be a perfect match to your Web site, the colors and theme can be successfully branded.
- View samples of Twitter Backgrounds on www.acorn-is.com under the Portfolio Tab - Custom Twitter Portfolio.



Twitter

Section 7b: Social Media Factors

Where to Start?

- Don't have a Twitter Account for your business? Create one and promote it on your Web site and Blog.
- Fill out your Profile completely and begin conversations by "TWEETING" daily.
- Don't forget to watch for comments and respond.
- Twitter, as like Facebook, only works well when you are able to "communicate" in a timely manner, if not more so for Twitter than Facebook.
 - You can't let it sit for days on end and expect to grow your Twitter "Followers"!
- **Continuing Education**
 - Need to learn new and better ways to make Twitter work for you? Don't be a Twitter Quitter!

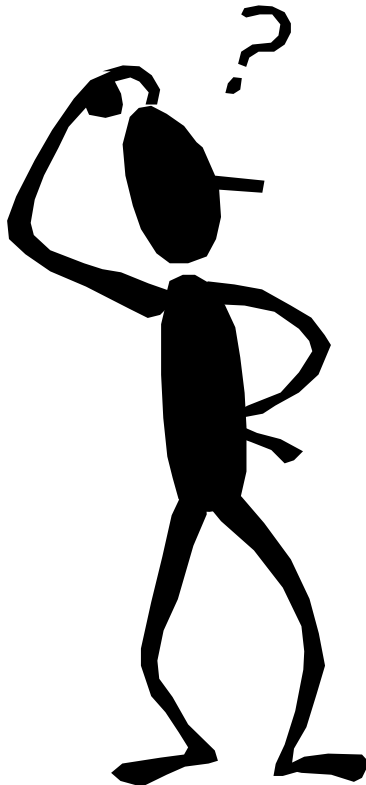
ACORN 103
UNIVERSITY
Providing Education, Experience and Knowledge to Grow Your Business!

DAILY ACTIVITY

**103 Don't be a
Twitter Quitter**

Go To Section 7b: Wellness Check

Social Media Factors - Twitter





YouTube

Section 7c: Social Media Factors

- YouTube is the world's 2nd largest search engine, and Google is the 1st.
- Google also indexes videos as part of Google "Everything" and "Video" results.
- Those statistics alone speak to the preference of the surfing public preferring to "watch" rather than to "read".
- Video making can be done from the very basic creation using flat photos, voiceover and music, to the high-end professionally designed video.

Video provides input for interesting Blog Posts, Facebook Posts, Google+ Posts and Tweets. Innkeepers who learn to build their own videos will NEVER be at a loss for Social Media Content.



YouTube

Section 7c: Social Media Factors

Where to Start?

- Don't have a YouTube account? Set up one for FREE.
- Use FREE programs (PCs and/or MACs) to take flat photos and turn them into video files.
- Go online to find one that fits your needs!
- Begin building “*organic*” videos about your property, things to do in the area or even day trip ideas.
- Load them to YouTube and complete the video profile, including location information.
- Add them in your Google Places Account (up to 5).
- **Continuing Education**
 - Learn how to make videos from flat photos and load them to YouTube effectively!



YouTube and the Innkeeper
Just one more way to grow your Business!

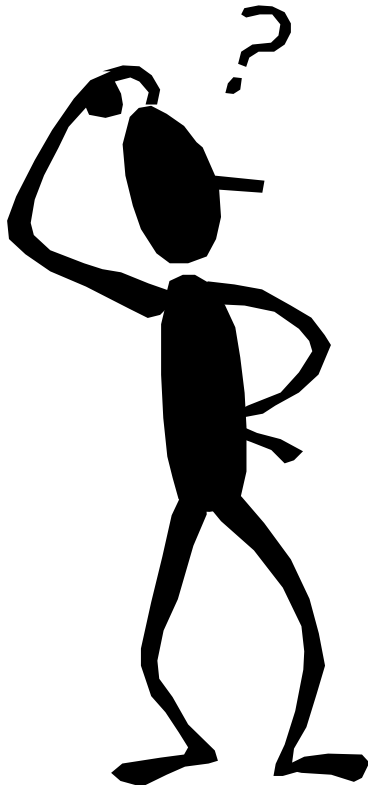
Presented by:
Lisa Kolb
Acorn Internet Services, Inc.
President and Co-Founder



<http://ffa.acorn-is.com>

Go To Section 7c: Wellness Check

Social Media Factors - YouTube





Google + and +1

Section 7d: Social Media Factors

Google has recently released it's Google+ and +1 Social Media options as to compete with Facebook's Thumbs Up or Share buttons.

According to recent reports, it's estimated that at least 50+ Million people have signed up to use Google +.

When a Google + Button is added to your Web site and/or Blog, it allows visitors who like your content to +1 it for others to see.

Google has indicated that this +1 content may be used in the future to help determine placement of listings based on popularity.



Google + and +1

Section 7d: Social Media Factors

Where to Start?

- Learn more about Google + and Google +1.
- Set up a Google Alert to watch how this new Social Media offering is changing the way Google provides information to its users and ways it could affect your bottom line into the future.
- Set up your own Google + Account and build your circle of friends, guests, associates, etc.

You Tube
CHANNEL

youtube.com/acorninternet

EDUCATIONAL BYTES

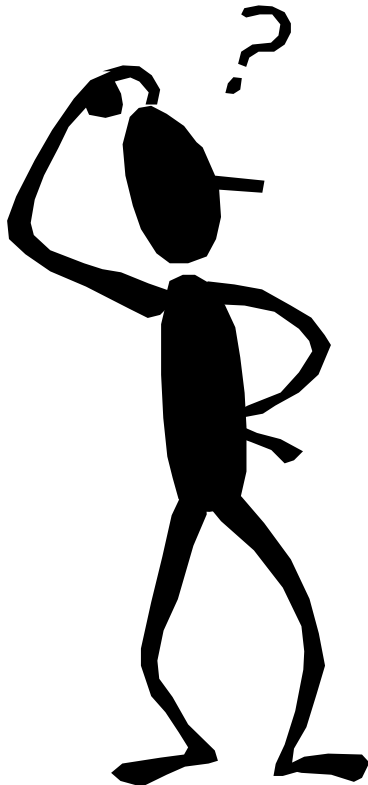
Watch Educational
Byte **.030** to learn
how to set up your
Google+ Business
Account for your
Business!

Attend Google+, Facebook or Both?

Tuesday, January 24, 4:20pm – 5: 30pm (SH Caraway Room 1)

Go To Section 7d: Wellness Check

Social Media Factors - Google+ and +1



Newsletters and Press

Section 8: Social Media “Cousins”

Believe it or not, NOT ALL of your Guests are going to be using Social Media to keep in touch with you.

It's important to keep your brand in front of all your past Guests via a monthly or quarterly Newsletter.

Our Innkeepers tell us that every time they send a newsletter, they gain business.

It might be a reservation or a gift certificate, but keeping your brand in front of your guests will keep them coming back again and again.



Newsletters

Section 8a: Social Media “Cousins”

- Use a plug-in on your Web site home Page and/or Blog main page and subsequent pages to allow a visitor to sign up to receive your Newsletters.
- This allows surfers who have never stayed with you to get information about your business when it becomes available.
- Always include links to your various Social Media options in your Newsletters.
- Newsletter programs typically allow you to customize the way your Newsletter is going to look.
- Take the time to brand your layouts so your Guests will visually recognize your news as coming from your Inn.

WARNING!!!! DO NOT TRY TO SEND BULK NEWSLETTERS OUT THROUGH YOUR E-MAIL SYSTEM.

Newsletter programs are designed to send out large number of E-Mails to your recipients.

Most E-Mail providers have restrictions that limit the number of E-Mails you can send in bulk.

If you try to send out a large number of E-Mails through your mail system your E-Mail provider can detect this activity, block and suspend your account because of abuse.



Newsletters

Section 8a: Social Media “Cousins”

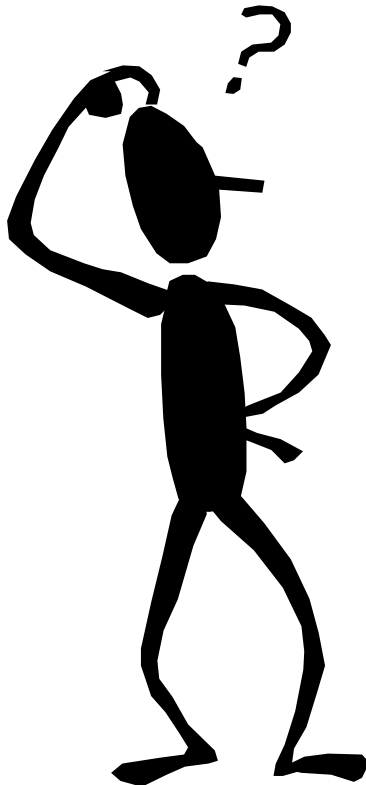
Where to Start?

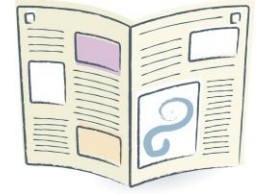
- Don't have a Newsletter Program? Go online and choose a Newsletter Program that best suits your needs.
- Some systems our clients enjoy using are Constant Contact and YMLP.
- Begin communicating with your Newsletter distribution list monthly or quarterly.
- Remember to keep your newsletters interesting and a short-read!
- All of these systems have free and somewhat simple to create templates that you can easily customize.
- View Samples of branded Newsletters on our Newsletter Portfolio under the Portfolio Tab on www.acorn-is.com
- **Continuing Education**
 - Learn how to write effective and income-generating Newsletters!



Go To Section 8a: Wellness Check

Social Media “Cousins” – Newsletters



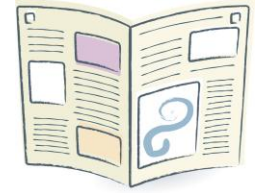


Press

Section 8b: Social Media “Cousins”

Got Press?

- There is NO better FREE advertisement than having your Inn picked up by the Press.
- But, it takes EFFORT!
- Create a network of Travel Writers, Food Editors and Reporters.
- START with a traditional “Press Release”.
- MOVE ON to include a “Press Page” on your Web site
 - Include high resolution, professional photography
 - Brag on all the places your Inn has been published
 - Provide starter articles for the Reporter looking for a jump start.
- Now is the time to get started.
- Press is a guaranteed boost of visitors and ultimately bookings for your business.
- GO ALL THE WAY and make use of your paid Bed and Breakfast listing companies that offer **FREE PRESS** opportunities.
 - BnBfinder.com
 - If you are a member of a directory, ask what they do in regards to Press and make your job easier!
- Review your Google Analytics monthly.
- Watch for increased traffic when you know an article has been published.



Press

Section 8b: Social Media “Cousins”

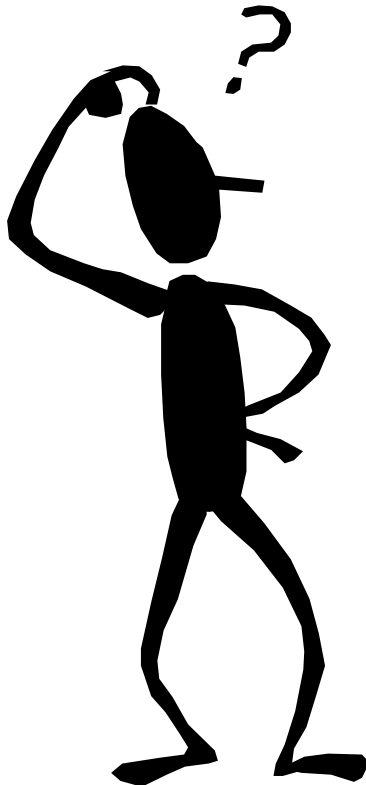
Where to Start?

- Create a Press Network of E-Mails.
- Use Google Alerts to follow topics of interest that match your Inn’s amenities
- Make note of reporters that write about similar topics.
- Make use of directory companies who will promote your ideas to their Press contacts.
- **Continuing Education**
 - Learn how to write an effective Press Release, gain exposure and do it all for next to nothing!



Go To Section 8b: Wellness Check

Social Media “Cousins” - Press



Section 9: Mobile Site



Google's Search Engine Optimization Starter Guide (<http://bit.ly/d29Dlc>)

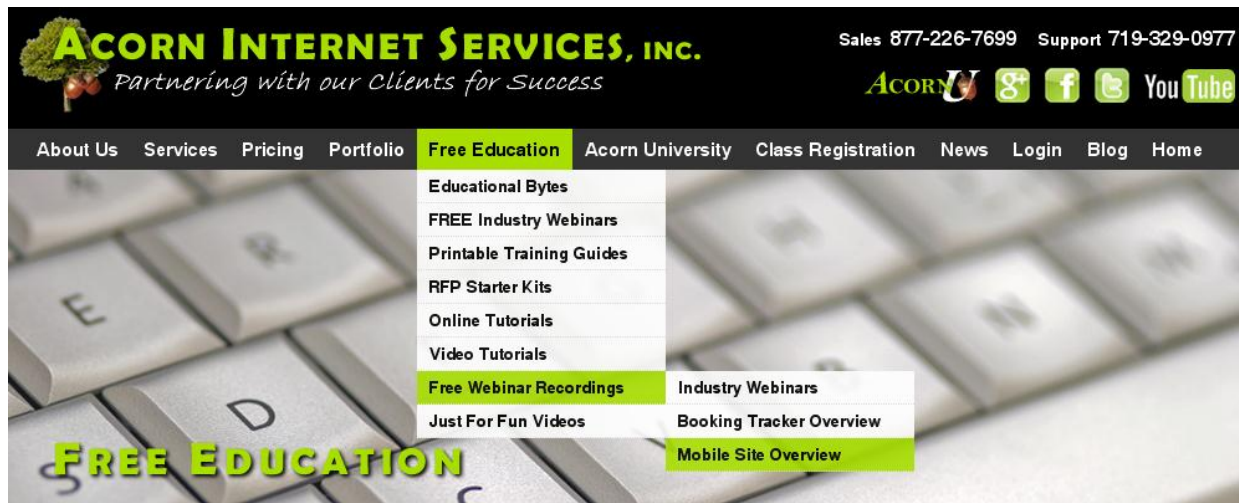
- Desk/Laptop versions of your Web site DO NOT meet current Mobile site standards.
- A Mobile site is a completely DIFFERENT site display than your existing Web site.
- Though your Desk/Laptop version will typically run on a Mobile Device such as a Tablet, Smart Phone or iPod, it won't be a very enjoyable experience for the user.
- Mobile sites are light weight, smaller, have fewer photos and load faster.
- A Mobile site will display with limited scrolling.
- By 2012 some estimates indicate that 35% of the world will be using Mobile devices for their day to day needs.
- We encourage all our Innkeepers to create a separate Mobile site.
- Those that do are seeing results by reviewing their Google Analytics that there are indeed visitors coming to their Mobile sites and making reservations.

Section 9: Mobile Site



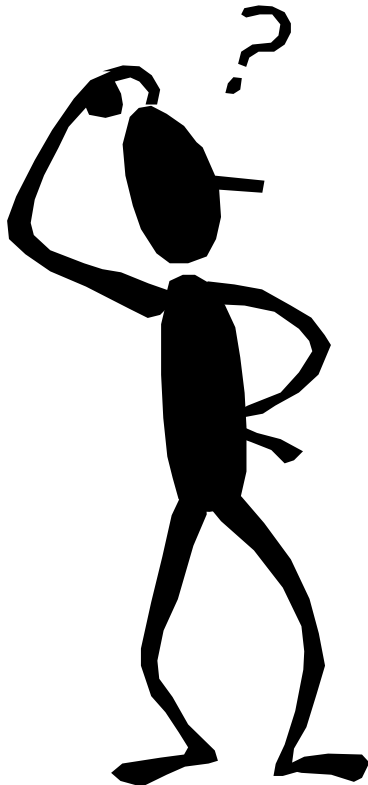
Where to Start?

- Watch the Acorn IS FREE Educational Video **Mobile Site Overview** to learn more about Mobile for the Innkeeping Industry.
- View our Mobile Design Portfolio under the Portfolio Tab at www.acorn-is.com



Go To Section 9: Wellness Check

Mobile Site





Section 10: Google Analytics

I see many innkeepers spending a lot of time and money on various Marketing Tasks, but few really take the time to learn how to read and understand their Google Analytics.

Without this knowledge, it's virtually impossible to adjust and improve your existing marketing plan successfully.

Google Analytics is a FREE software available on the Google Cloud, but to utilize this functionality, programming time and cost will be required to install it on every page of your Web site, Blog and Mobile site etc.

Google Analytics also has a variety of additional add-ons that allow you to adjust Bounce Rates on your Reservation System clicks, Goal and E-Commerce Tracking etc.

Section 10: Google Analytics

Where to Start?

- If you already have Google Analytics installed on your Web site, Blog and/or Mobile site, log into your account and begin familiarizing yourself with the all the different reports that are available.
 - There is some help available within the system, but the basic reports are somewhat intuitive.
- **Continuing Education**
 - Learn HOW to read and interpret your Google Analytic Reports the easy way! Let us teach you what to watch for, what to track and why!

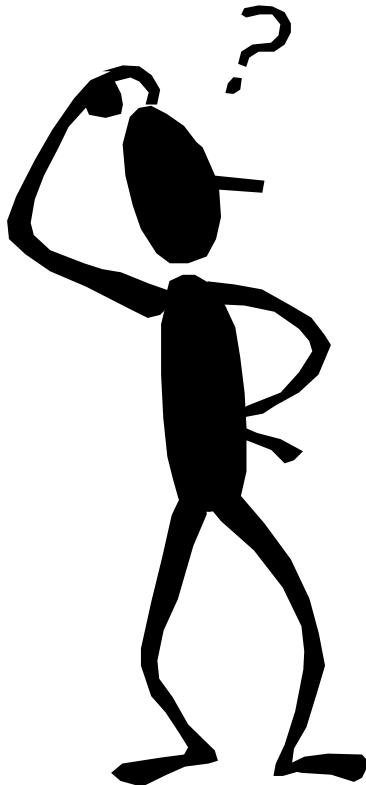


Acorn provides a one time, monthly or quarterly MarketWatch report that includes a comparison and analysis of your Web Traffic Statistics. Also, if you want to KNOW where your Bookings are coming from may we suggest our Intell-a-Keeper (IAK) product.

(IAK Video available under FREE Education click Booking Tracking Overview under Free Webinar Recordings)

Go To Section 10: Wellness Check

Google Analytics



Wrap Up and Miscellaneous

- Individualized Final Thoughts
 - Mine
 - Yours (Write down your top 3 Priorities from today's session!)

The only place where SUCCESS comes before WORK is in the Dictionary!

- You
- Your Staff
- Pay a Professional Firm

RFP Starter Kits (Request for Proposal)

Website Marketing and Maintenance: On-Going SEO and Marketing Plans

RFP Starter Kits
RFP: Request for Proposal
The Smart Innkeepers Series

 Web Site Investment: Site Design THE SMART INNKEEPER SERIES .001	 Web Site Investment: On-Page SEO THE SMART INNKEEPER SERIES .002
 Web Site Marketing Maintenance: Ongoing SEO and Marketing Plans THE SMART INNKEEPER SERIES .003	

Watch Supporting Videos at...
<http://rfp.acorn-is.com>

Or Learn More Online at <http://www.acorn-is.com>
Under Free Education -- click on RFP Starter Kits



A CHANCE TO WIN! **FREE Acorn University Education in 2012**

***GOT
GUESTS?***



ACORN
acorn-is.com 

**“Wear a Pin for a
Chance to Win”**

a Full Year of **Acorn University!**

Drawing to be held on Tuesday, March 6, 2012

Stop by our Booth or Watch YouTube
for the Announcement of our **WINNER!**

<http://www.acorn-is.com/youtube>

www.acorn-is.com/gotguests

Questions



THANK YOU FOR ATTENDING!

Please Visit us at our
Booth and Enjoy the
Rest of the Conference!

