



Woodstock, VT Area B&B Promotion

What does it take to get people to book business at your Woodstock, VT B & B or Woodstock, VT area Inn?

First, define your target market. This is an essential for any B&B or Inn. In the case of your Woodstock area B&B, you must define the following:

Will your guests be a family, couple or individual?

What will be the target price range of a night at a Woodstock B&B or Inn?

What is a typical length of stay but also consider the extremes of the range as the way you promote your B&B or Inn could emphasize the typical as well as the extremes.

Where are your B&B clients coming from?

Are your best clients repeat visitors or first time visitors?

What do your ideal clients most value in a stay at a Woodstock, VT B&B?

Also, consider the reverse of this – what do they not value?

Activity Marketing for your Woodstock Area B&B

Part of defining your target market is also to define what will people want to do once they are in the Woodstock, Vermont area? Here are some key activities that would help to attract people to the Woodstock area:

- Golf – There are some great golf course in the Woodstock area.
- Hiking – Hiking in the Woodstock area is fantastic.
- Fine Dining – There are a number of fine restaurants in the Woodstock area.
- Antique Shopping – Vermont and Woodstock in particular has some great shops.
- Art Galleries – There are many and a nice variety in the Woodstock area.
- Horse Back Riding – GMHA and other opportunities abound in the Woodstock area.
- Skiing – There are many wonderful ski resorts close to Woodstock.
- Snow Shoeing – Woodstock area trails in the winter.
- Skating – The Woodstock Union Area as well as outdoor venues.
- Swimming – Woodstock area lakes and swimming holes are clean and unusual.



Special Event Marketing for your Woodstock Area B&B

A special target market for a Woodstock Area B&B would be people that are considering Woodstock for a special event. The types of special events that you should consider are as listed below. You should consider how your Woodstock B&B or Inn website can attract people from these markets and once you have attracted them to your website. How do you show them that you can support them for their visit to Woodstock if they are in Woodstock for a special event?

- Weddings
- Seminars
- Holiday Events
- Golf Events
- Conventions
- GMHA Events
- Antiques Shows
- Woodworking Shows
- Skiing Competitions
- Hockey Tournaments

Survey Marketing for your Woodstock Area B&B

Have you ever conducted a survey? If not then with a more difficult economy it may be a good time to consider one. I would not make the survey too long and I would make it fun to fill out. I would also provide some reward or gift for taking the time to fill out your Woodstock Area B&B survey.

The survey should have questions about your B&B or Inn, questions about the Woodstock Area and questions about Woodstock area activities. Also, have some questions about why they decided to come to Woodstock and your B&B or Inn and finally end with suggestions they may have for improving your B&B.

A survey is an invaluable way to get specific information from people that have already booked business at your B&B or Inn.

You could even take this as an opportunity for them to write a testimonial about your Woodstock B&B or Inn. You could use any testimonials to beef up your marketing materials and website.



Marketing for your Woodstock Area B&B

Now that you have done all (or at least most) of the background research it is time to consider how to market.

Many B&B or Inn businesses need to use the Internet to attract clients. This is a given. Here is a short self-assessment that you can take that relates to how you are leveraging the Internet and your website.

Item	Question	Yes	No	Don't Know	Importance Factor Your Opinion (score 1-3, with 3 being the most important)
1	I have defined the keywords and phrases that attract my best clients to my Woodstock, VT area B&B website.				
2	I have ensured that my website has been optimized for the keywords and phrases of Question #1.				
3	I know my position in Google for the keywords and phrases of question #1.				
4	I have created detailed content pages on my website to attract my ideal client.				
5	I have conducted a survey to better understand my target markets.				



Marketing for your Woodstock Area B&B (continued)

Item	Question	Yes	No	Don't Know	Importance Factor Your Opinion (score 1-3, with 3 being the most important)
6	I have exchanged at least 5 website links with other non-competing and complimentary businesses in the Woodstock, VT area.				
7	I know exactly who my Internet competitors are for the Woodstock area B&B market.				
8	I am a member of the Woodstock Chamber of Commerce and have asked them to provide a link using Woodstock Area B&B related text from the chamber website to my website.				
9	I have detailed content on the Woodstock area on my website.				
10	I have downloadable materials about my Woodstock VT area B&B and about the Woodstock VT area on my website.				
11	I offer specials on my website that help to attract people to my website, my business and the Woodstock area.				



Marketing for your Woodstock Area B&B (continued)

Item	Question	Yes	No	Don't Know	Importance Factor Your Opinion (score 1-3, with 3 being the most important)
12	I have a Net Promoter Score 2-question survey on my website.				
13	I know how people feel about my website and have asked for feedback from guests on how to improve it.				
14	I have run or currently am running a PPC program on Google.				
15	I regularly update and enhance my website with new keyword-rich text and imagery promoting the Woodstock Area.				
16	I have traffic software installed on my website to track visitor activity.				
17	I review my website traffic at least every other month.				
18	I have a plan for the next year to increase the targeted traffic to my website by 25%.				
19	I have calculated the conversion rate of my website at least once.				
20	I have an e-mail address that is based on the domain of my website.				
Score					



Your score on this Woodstock, VT Area B&B self-appraisal is meaningful as it will give you a good understanding of the importance that you place on your website as a marketing tool. A website is invaluable to you as it works for you 24 hours each and every day and represents your business sometimes even better than you can represent your business.

It also enables you to attract people from outside the Woodstock area which, by definition, is where your clients are located. Your website also provides people with the ability to research your Woodstock area B&B and the Woodstock area. You also must create the best chance for people to decide to come into the Woodstock area as if they decide otherwise then you will have no chance to have them book a night in your Woodstock, VT B&B or Inn. The first decision that anyone makes – before they decide on the B&B or Inn (except on rare occasions) - is to decide where they will go. Therefore, it is vital that your website have materials that will help to attract people to the Woodstock area.

Final Comments for Woodstock Area B&B Owners

I am a big advocate of doing all that we can, in a collaborative manner, to help the economy of the Woodstock area. We all need to use our resources to promote not only our businesses but also to promote the Woodstock area. A Woodstock Area B&B has a multitude of ways it can collaborate with other area businesses and organizations. You should not act independently but rather collaboratively to not only promote your Woodstock, VT area B&B business but also to promote the Woodstock, Vermont area.