

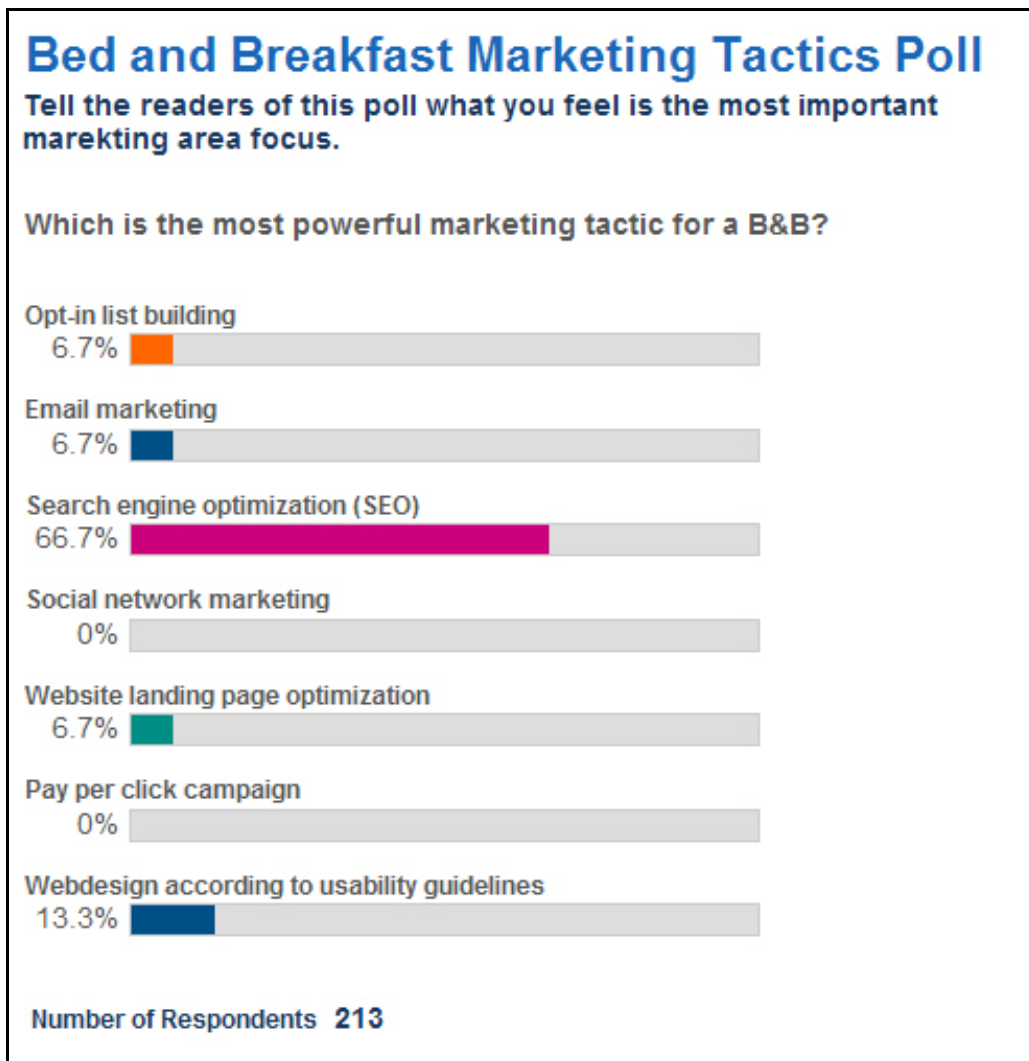


## Woodstock, VT Area B&B Promotion – Part III

Here is a discussion on a significant poll result of B&B Owners.

The B&B Owner poll results are shown below. It is revealing information in and of itself but I feel more explanation is necessary. I wish to also note that the data is not my data. This is data was collected by a hospitality marketing firm and some aspects of the study looked at the B&B segment of the lodging industry.

Here are the poll results.





The poll was conducted over a 2 month period at the start of 2010.

Let me first explain the various **customer-attracting** tactics that the poll asked of B&B owners. The poll assumed that the B&B owner knew about the various tactics. I will help you to understand the details of each of these tactics.

### B&B Marketing using Opt-In List Building

I think that this can be effective at attracting **repeat** B&B business. The approach would be to have a registration form on your website that enables people to opt-in to receiving e-mails from you. To be effective you will need to send them interesting items. You will also need to be consistent.

### B&B Marketing using E-Mail Marketing

This ties in closely with the Opt-in List building in that both use e-mail to communicate with past or potential future customers. The email marketing is defined separately in the poll as it does not require you to build your own opt-in list but rather you purchase or have access to someone else's list.

To be too aggressive in this area may be a waste of money and may be borderline SPAM. To buy a properly targeted list may be expensive and a poorly targeted list is a waste of money.

### B&B Marketing using Search Engine Optimization

This is something every B&B Website owner needs to do. It is vital for online B&B Business success.

This activity comes in two varieties:

First – on-site search engine optimization. This is when you have your website optimized for certain keyword phrases that you would like to be found for when someone does a search using a search engine.

Second – You acquire links back into your website using keyword phrases that you want to be found for when someone searches for your website. This aspect of search engine optimization is often the key differentiator between having good search engine success and having no success.



### B&B Marketing using Social Network Marketing

This is becoming a more important factor and it is surprising to me that not even one of the 200+ respondents indicated that they are engaging in this marketing activity – not even one!

This can take many forms:

- A You Tube Video (or multiple You Tube Videos)
- An area hospitality blog
- A Facebook page
- A Twitter micro-blog

This activity can help your B&B business if you produce quality content in the areas above. If you do then people will pass on your materials to others – your material goes “viral”.

This can be very effective if done properly and consistently. It should also promote your “**brand**” – always promote your brand.

### B&B Marketing using Website Landing Page Optimization

This can be a very effective technique and also meshes perfectly with any search engine optimization project.

This tactic involves creating a number of highly optimized pages related to your B&B Business and related to terms people are using to search for a B&B business in your area.

A landing page has the additional benefit of speaking to the visitor using the same language that the searcher (now visitor) was using to find this optimized landing page. It is a clear winner and can mesh even with Social Network Marketing.



### B&B Marketing using Pay per Click (PPC) Campaigns

This is a way to get traffic and a way to get traffic without having to wait. It can be turned on in a few minutes. You need to write ads and to be more effective you can use landing pages. Note that your conversion rate can be increased with landing pages (the landing page concept can be very effective) that relate to what people are using to search and the content on the ad.

Pay per Click advertisement has to be monitored for ROI. You need to make more money than the money you spend on PPC advertisement. Be careful as it can be expensive.

An approach might be to set up a PPC campaign with a budget equal to the variable margin for 2 night stays. If you book more business than 2 nights then increase the budget in increments until you are fully booked.

You need to be willing to experiment with your keyword list and your ads and your landing pages. Experiment until you have a positive ROI and then experiment more to improve the ROI.

### B&B Marketing using Website Design according to Usability Guidelines

To use proper guidelines to design your site is very important. There is a user-centered way of doing website design. Users should be considered throughout the website design process. Usability should not be an afterthought.

A website designed from the user's perspective will:

- Increased user satisfaction
- Help to have your site referred to others
- Increased visitor conversion rates
- Reduced long-term development costs (costs incurred from fixing poorly designed aspect of your website)
- Improve your competitiveness in the B&B marketplace



## **Final Comments for Woodstock Area B&B Owners**

To do a good job online ensure that your website is designed from the perspective of the user.

Also, good design will have significant depth and variety of content. Give your visitors a reason to come to your site and then once they are there give your potential B&B customer many reasons to stay on your site and refer you site to others.

Optimize your site for the search engines. This was considered to be a very significant activity by the B&B website owners as indicated in the poll.

I would like you to consider using online social marketing to promote your Woodstock Area B&B Business. Do you like to write about Woodstock and the activities and attractions of the Woodstock area? Then consider setting up a nicely branded blog for your B&B. Perhaps you will not actually promote your B&B (but refer to it often) but rather you will be the voice of Woodstock, Vermont Hospitality. This could be powerful and may bring in more business for you than just B&B business.

Consider setting up You Tube Videos that will help people to decide to come to Woodstock. They first must decide to come to Woodstock before they make a decision to stay at a Woodstock, VT area B&B – your B&B.

Here is my shameless plug – promote the Woodstock, Vermont area with a subscription to the Upper Valley Video Library. It is a sure way to add depth and variety of content to your website and to promote the Woodstock, VT area at the same time.