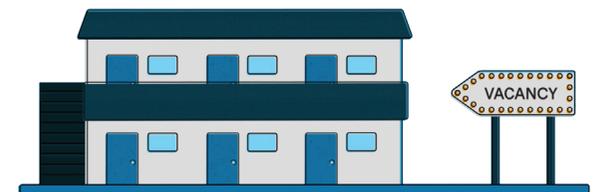


# The hoteliers guide to **organic** (free) **marketing**

---

**Preno**



# Contents

<b>Introduction</b>	3
<b>Optimise your website</b>	4
Layout	5
Well-structured pages	6
Reduce page load time	7
Search Engine Optimisation (SEO)	8
Content	9
<b>Social Media Marketing</b>	10
Facebook	11
Instagram	13
Twitter	14
<b>Email marketing</b>	15
<b>Outro</b>	18

# Introduction

Hoteliers can take advantage of these simple, easy, and most importantly free, marketing tips to help boost direct bookings and stay front of mind with guests. While marketing is traditionally associated with paid media and advertising for hotels, there are still many ways to help boost your hotel's online presence, without paying.

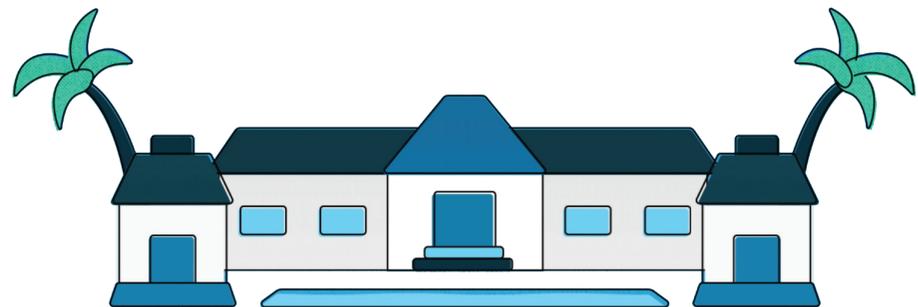
In such a crowded marketplace, standing out in the online space can be a challenge. While listing with online travel agents (OTA) can put your accommodation in front of a customer, there tend to be high commission fees to be paid.

With many guests researching and searching for accommodation options online, it's important for your hotel to have a presence. It's also important to have an optimised website, social media, and email strategy in place. More potential guests are looking to social media, and your website when looking to book an accommodation.

To help you improve your organic marketing efforts, we've compiled this hoteliers guide to marketing. We've split the guide into sections on website, social media, and email.

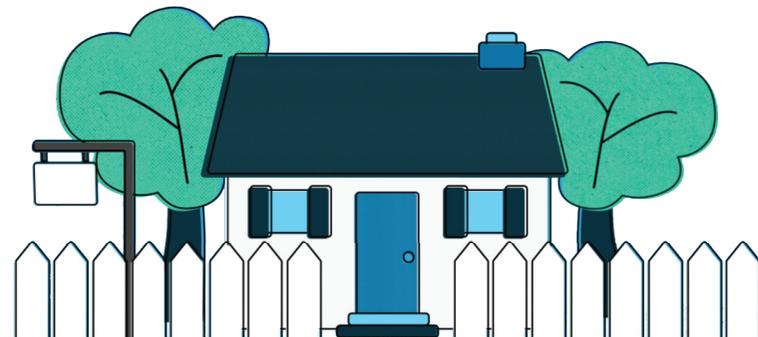
This makes it easy for you to navigate the content, and come back to refer to it when implementing these tips.

With this guide, you will be able to start optimising your organic marketing quickly and effectively. Or check that you have taken all the right steps.



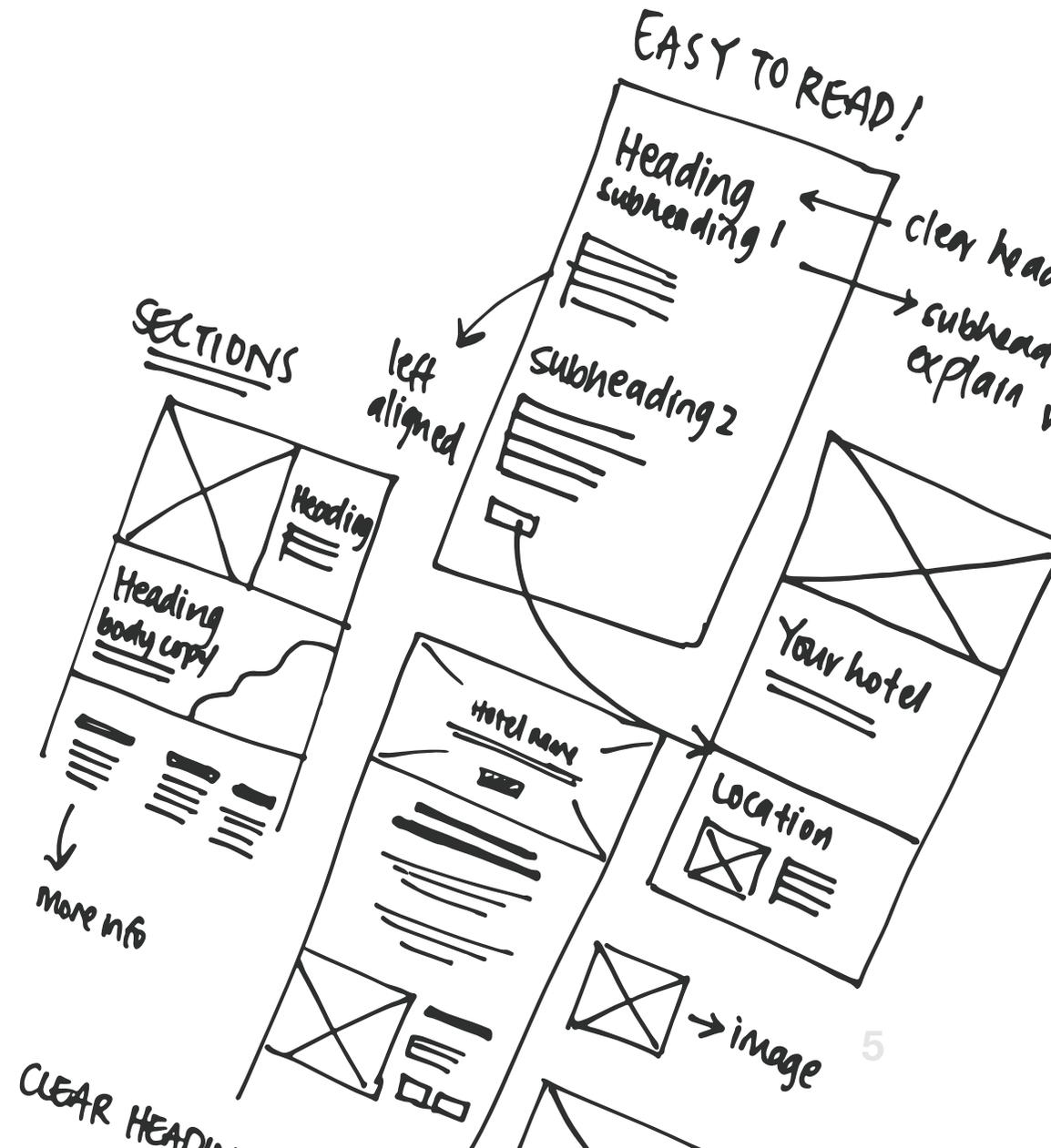
# Optimise your website

Your website is one of your best marketing tools. Having an easy to navigate website will help guests find out all the information they need. Ensure it is easy for guests to book directly with you too. Follow the tips below to optimise your website and streamline the guest journey from the very start.



# Layout

Make sure your website layout is easy to navigate. Set it out with traditional hierarchy of headings and subheadings. Not only are guests looking for information, so is google's search engine. Having an easy to navigate layout will ensure guests and google can access the key information, enabling your page to rank higher.



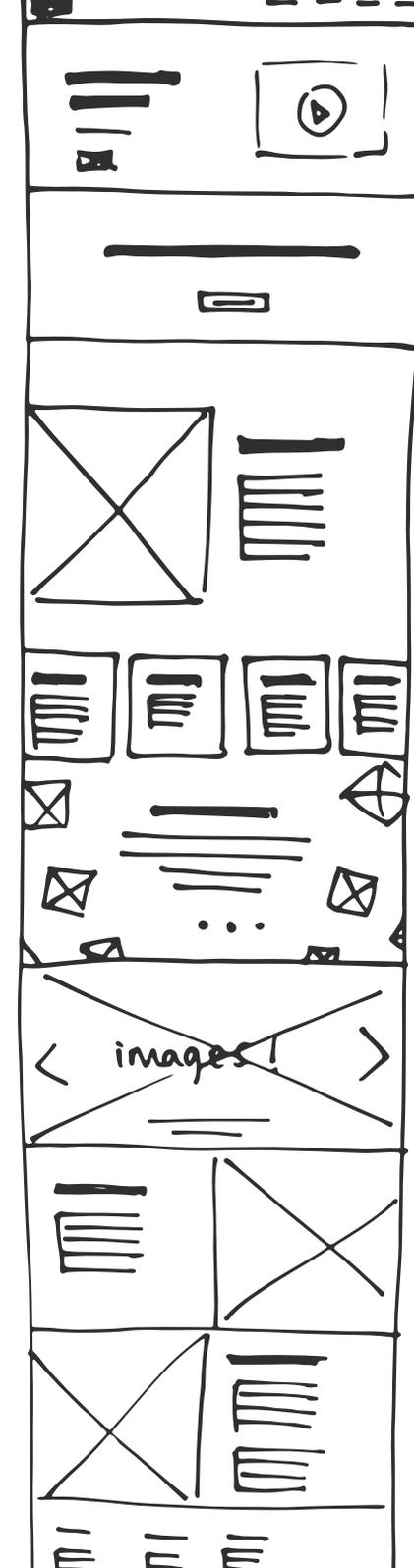
# Well-structured pages

A clear navigation bar will help users quickly jump to the page they need. Your design elements and a clear heading will reinforce to readers that they're in the right place. Structuring your website traditionally with main headings along the top, and subheadings within those, will help google categorise all the important information. This layout will also be familiar for guests, and they will be able to navigate directly to the information they're looking for.

For example, have the headings Rooms, Facilities, Location, About us as main headings.

If visitors can find what they are looking for quickly and easily, they are more likely to spend more time on your website. When visitors spend more time on your site and view multiple pages, it can encourage them to come back and visit your site again. These repeat visits can help improve your ranking.

 **Tip:** Have your website navigate from left to right, starting with the most important page tab and ending with a contact us page. This style of navigation is intuitive and will help people find what they want easily.

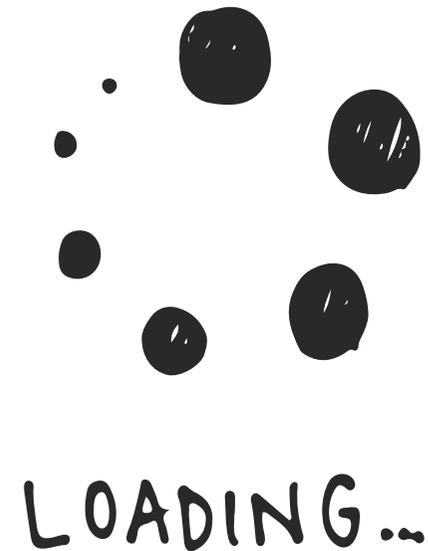


# Reduce page load time

It's important that your website pages don't take too long to load. Page-loading speed affects your website ranking and can also cause people to click away. You should also have your website optimised for mobile, as more people are using multiple devices to conduct their research.



**Tip:** Optimise your website images using sites like this to optimise images, and use tools like <https://testmysite.withgoogle.com> to check how mobile-friendly your site is.



# Search Engine Optimisation (SEO)

Search engine optimisation (SEO) is the process of increasing the quantity of traffic to your website through organic search engine results. Organic traffic is any traffic you do not have to pay for, and the more relevant your website to the search queries, the higher your page will rank. This is great for exposure and direct bookings!

You can utilise some simple SEO tips below, to help improve your website rankings.

## Create detailed meta titles and descriptions for each page

You can set a Meta title and description for each page of your website. When you hover over a tab in your browser, you will be able to see the title for the page. While the description isn't shown, it is still important for search engines in determining your ranking. Google uses both the title and description in ranking your site for the keywords people are searching for. Instead of naming your homepage Home, you can name it your property name and location e.g. Preno Hotel Auckland

## Internal links

Internal links are hyperlinks that point to another page on the same website. These help website visitors to navigate the site, and help establish a hierarchy of information for the site.

The optimal structure for a website is a pyramid structure, with the homepage being at the top, and the subcategories to follow. An optimal linking structure also means that users only have a minimal amount of links between the homepage and any given page, making information more accessible.

# Content

Write informative content for your potential guests. Make sure your website pages are filled with enough detailed information for a potential guest to make a decision. An easy way to set guest expectations is by having detailed room and property descriptions. Having good content also does wonders for SEO. With good content, site visitors spend more time on your website, signalling to Google that your content is interesting.

## Location

Describe exactly where you are located, and provide some information on what attractions are nearby. Also let guests know how they can easily get to nearby attractions. Inform them of nearby public transportation, or areas of interest that are walking distance. Provide a few directions from some major transportation hubs e.g. the airport, train station, or bus station. You can also register your business with Google, so when people search for an accommodation in your area, you can be listed too.

## Property

What do your property grounds look like, and what are some of the features you'd like to show off? Do you have a pool? Kids area? Family picnic area? Guests like to know what they can expect when staying with you, so being descriptive about your facilities will help them decide on whether your accommodation will suit their needs.

## Rooms

Be descriptive about the room size and amenities. Let them know the opportunities for bed configuration, and if an extra bed or cot could be added. If guests know what to expect, you can avoid any negative feedback based on unrealistic expectations.

# Social Media Marketing

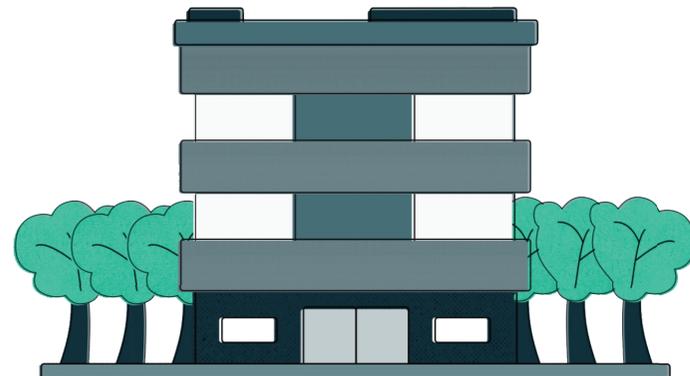
Having a presence on social media is very important for all types of accommodations. It gives you a platform to engage personally with current, potential, and past guests. Social media allows you to show off a bit of personality too, and share visuals on what makes your accommodation unique. It is a great way to keep front of mind with potential customers, and the positive interactions can be great for brand image!

While you don't have to be across all social media platforms, you should pick one or two that your desired guests are on. We share tips on three of the most popular platforms below. Engage on the platform that is easy for you to manage, and that appeals to your type of accommodation and customers.

You can also work with social media 'influencers' and trade room stays at your property for some exposure to their social media audience. Select influencers with an engaged audience, and one that would be your target market.

Before you select a platform, there are a few things you should keep in mind:

Define the type of people you are trying to attract to your property. Why do they come to your property? What do you want to tell them about your property? Once you have defined your audience, you can choose the appropriate platform to engage with them. Facebook and Instagram are two of the biggest social media platforms, so start with one of those.



# Facebook

Facebook is a clear choice for many accommodation owners as the platform has such a vast variety of users. Be sure to set up a business profile for your account, so you can gain insights into the visitors to your page. These insights will help you tailor the messaging you use on this platform.



**Some key tips to maximise your brand awareness on Facebook:**

- 1 Your page photo should be your logo and accommodation name.** Your cover photo can be more creative, and include seasonal photos, accommodation photos, or a promotional offer you have running.
- 2 Be sure to fill out your about page** with some information on your accommodation, location, and website URL. You can list your facilities and amenities under the services tab to give potential guests more information.

You will want to create engaging posts where current, potential, and past guests can share their experiences, or comment on their stay. Sharing photos of your accommodation, some activities, food, amenities, or facilities you offer can be an easy way to highlight your accommodation and sell the benefits of staying with you.

You can also share images or events that will be happening in or near your location. Create a conversation by asking if people plan to attend, or what tips they have for first timers to the area.



Having a post where people are engaging will help generate organic traffic to your post and page.

You can share some travel or insider tips too. These can be seasonal or specific to your city or region. Make them informative and interesting! Guests are always interested to know how to make the most of their stay, so your tips would be a welcomed suggestion.

What's most important about Facebook is that you keep engaged. Thank people for their replies or contributions, and respond to comments that ask for additional information. Showing you are an engaged business will help make your accommodation more personable. It's also a great way to see what types of topics are driving interest in your property or location.



# Instagram

Instagram is mostly a visual platform, which is great for accommodation operators to share photos of their property, food, amenities, and facilities they offer. It's also a great platform to share photos of the city or region you're located in.

Use the same logo you have on Facebook, and update the bio section with the type of accommodation you are, where you are based, and a link to your website!

As it is a highly visual platform, it can sometimes be hard to stand out in the sea of photos. So make sure the photos you choose are curated. Use hashtags to enable people to find your accommodation. Hashtags like the city or town you are based in, and the type of accommodation are good to use. Also include generic ones on travel, to capture a wider audience. While you may not get many sales via Instagram it's a great platform for brand awareness.

As easy post for Instagram is to share an image with a short caption or paragraph on the benefits of staying at your property. Be sure to share any special offers you have running too.

You can also post a nice photo of your property or its surroundings with a question as the caption. Ask them what their favorite place to visit in your area is, or what they are most looking forward to the next time they travel.

You can also share photos of your team, or scenery of your region. Take inspiration from other accommodations on Instagram too.

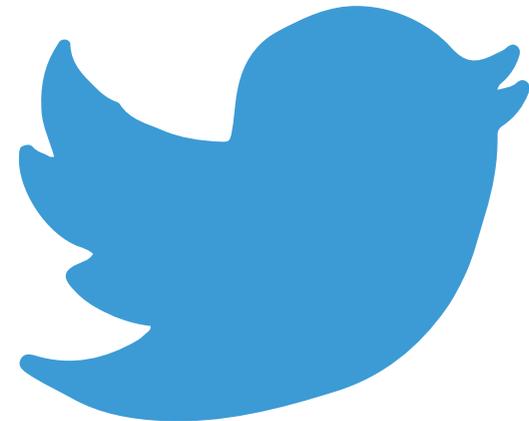


# Twitter

Twitter is a great platform for your accommodation to share any upcoming news or specials. While you can attach images to your tweets, and use the tips outlined for Instagram, posts on twitter have a shorter lifespan, due to such a high volume of tweets (posts) in a user's newsfeed.

Your profile photo should be your logo, but you can be creative with the header image. Follow some influential accommodations on the platform and other people of interest.

You can use twitter to comment on any industry or local news, and share some articles or videos of interest. It also allows you to engage with any customers who comment and 'mention' you. Guests can often take to twitter to voice feedback about their stay and share with their friends where they are staying, so it's good to monitor your mentions. Like Facebook, you have to be engaged, so be sure to reply to comments or mentions.

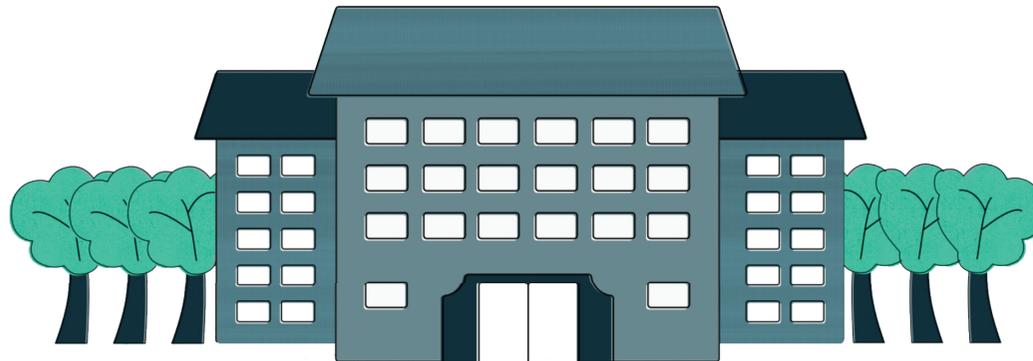


# Email marketing

Email marketing can help your accommodation attract more direct bookings. Keeping previous customers engaged with your brand can encourage them to book directly with you when they return to your region or city. It can also be a useful resource to gather customer feedback on their stay experience.

While email marketing is traditionally viewed as a series of emails over a short timespan, for accommodations it can be a quarterly newsletter. To be effective, you have to include valuable information that your guests will be interested in, not just promotions.

While email newsletters can be a great way to keep past guests updated, sharing useful information can help with word of mouth referrals.



# Here are some tips on how to craft emails to your guest list:

- 1 Write as if you're emailing one person.** Personalised emails have a higher chance of being opened, so address guests by name in the email, and write in a personable tone, like the way you would talk to your guests.
- 2** Email guests when you have valuable information to tell them. **Quarterly or twice yearly newsletters are great** for this as they don't spam your guests inbox. They're more likely to open your email if they think you have an important update for them, so make sure those newsletters are informative as well as promotional.
- 3** While these emails may be quarterly, **keep them short and to the point.** Highlight some main events, new facilities, or any upcoming specials. At the end you can provide a short tip for their next travels, or share a piece of content you like. Make the content scannable with a clear layout and headlines. Structuring your emails for scanning makes it easy for people to skim your content.
- 4** When it comes to selling in your emails, **highlight the benefits they will receive by staying with you.** You can use seasonal promotions like "Escape the cold, and stay in our sunny accommodation" or "Take time to relax at Property Name". Be sure you have a clear call to action "Book now" or "Reserve your room today" so they know exactly what you want them to do.

**5 Design your newsletter to fit your brand's look and feel.** Customise it with company logo's and colors so it's consistent with your website and brand. This will help with maintaining familiarity. Ensuring your images are not too large will help your email load faster too.

**6 Make sure to test your email before sending.** Make sure all your links work, and that your website and social media accounts are listed. Ensure your call to action button is clear and directs them to the right page.

**7 Make sure you have an unsubscribe link in your email,** so people who are not interested can easily opt out.

With these tips in mind, you can create newsletters or email campaigns that engage your guests to encourage repeat customers and direct bookings. These tips will help you drive clear messages to your audience and encourage action. Emails are a great channel to leverage, especially if you're gathering guest emails upon arrival. It's a great way to ask for feedback too!

Preno's property management system makes it easy to export a list of guest emails for a specific timeframe. Use the list to create targeted emails, and ask for feedback. Interested to see how Preno can help you? Visit our website at [prenohq.com](http://prenohq.com)

# There you have it

## Our ultimate guide to marketing for hoteliers

It's easy to get started and work your way through this marketing guide. Start optimising where you can, and create strong marketing campaigns through the above channels. Marketing doesn't always have to mean paid, organic traffic is just as valuable for an accommodation.

Implement some of these best practices on your website, through social media, or via email and start seeing results! Marketing is all about being creative and writing compelling copy, so use some of our email tips across the board. You want to have compelling copy and a strong call to action, so you can encourage guests to keep engaged and ultimately book directly!

## Preno

PUBLISHED BY:

Preno  
Auckland, New Zealand

© Copyright 2020  
May be shared with copyright and  
credit left intact

[PrenoHQ.com](http://PrenoHQ.com)