

April 29, 2011



WHAT ARE

YOU LOOKING FOR?



Latest

Blog Post

**5 Tips for
getting more
bookings
using good
phone skills**

[Our Blog](#)

May Lodging Resource Newsletter

April's collection of important news for lodging

This is our first email newsletter, we hope you find it useful!

The best of a collection of articles from the month of April from around the web that Innkeepers should take note of, as well as a few interesting tips and tools that might help innkeepers make marketing a little easier to use.

Useful websites:

Hello Fax

Don't want to pay for a full time fax line? Want to fax any type of document directly from your computer? Or receive any type of fax right into your email? 5 pages free or month or \$4.99 a month for 50 pages per month, additional plans available. <http://www.hellofax.com>

EverNote

Remember everything, capture anything, access anywhere, find things fast. Very useful if you come across interesting things on the internet and want to keep searchable track of it as well as other uses as well. <http://www.evernote.com/>

Dropbox

Dropbox is a free service that lets you bring your photos, docs, and videos anywhere and share them easily. Never email yourself a file again! Up to 2 Gigabytes free of online military grade encrypted online storage. Very useful for file sharing between computers.

<http://www.dropbox.com>

Picnik

Picnik lets you edit all your photos online, from one easy place. If you don't have a desktop photo editor, this is a great free one to use

<http://www.picnik.com/>

Nutshell Mail

NutshellMail from Constant Contact tracks your brand's social media activity and delivers a summary to your email inbox on your schedule. A terrific Free tool for keeping track of your social media.

[Marketing for
Lodging
Resources](http://nutshellmail.com/)

[Come say hello
on twitter](#)

[Forfeng on
Facebook](#)

[Connect
with us on
Linkedin](#)

<http://nutshellmail.com/>

April Articles of Note:

Very important for Lodging to get listed on:

Bing Business Portal (Google Places/Local Equivalent)

<http://www.bing.com/businessportal/>

Linkedin Company Pages

If you have a personal/business profile on LinkedIn you can also set up a free LinkedIn account for your business. This is helpful for both networking, as well as SEO (Search Engine Optimization, i.e. getting the search engines to find your URL)

<http://learn.linkedin.com/company-pages/>

Information from TripAdvisor's Master Class

Some interesting statistics: <http://blog.revinate.com/2011/04/information-from-tripadvisors-master-class.html>

What Google +1 means for hotels

Hotel search engine listings, organic and paid, will increasingly be influenced by Likes and +1's. Hotel marketers should no longer think as marketers do, but rather think as publishers do. Only relevant, informative not overly promotional content will encourage consumers to +1 your website.

<http://hotelmarketing.com/index.php/content/article/what-google-1-means-for-hotels>

Get to Know YouTube's New Analytics Features

Many businesses view YouTube as the place to see funny viral videos or watch a clip from their favorite shows. But it also can be used as another social marketing tool to add to your arsenal. And now new analytics are being introduced by YouTube making it easier than ever to track the effectiveness of your social media efforts.

<http://sproutsocial.com/insights/2011/04/youtube-new-analytics/>

Building Links Post-Panda, Google newest algorithm update

If you happened to see Google's interactive Earth Day doodle on Friday, you undoubtedly noticed the pair of Panda bears frolicking behind the omnipresent "G". Do not be misled – those cuddly creatures mean business, and they are a not-so-subtle reminder to every company on the Web that the recently updated search algorithm nicknamed Panda is here to stay.

http://www.websitemagazine.com/content/blogs/posts/archive/2011/04/22/weekend-warrior-building-links-post-panda.aspx?utm_source=newsletter&utm_medium=email&utm_campaign=newsletter

Google Realtime Search Quietly Adds Quora, Gowalla, Others

Google Realtime Search is nothing new. For months it has existed as its own area within the search engine's navigation to search for things happening in realtime. But up until now, that has meant mainly Twitter (thanks to Google's data deal with that company). But earlier today, it appears Google flipped the switch to make Realtime Search a lot more useful. Namely, they've added results from services like Quora,

Gowalla, and a range of others. <http://techcrunch.com/2011/04/27/google-realtime-quora-facebook/>

The Facebook Send Button: What it Means to You

Facebook has launched the Send button, which includes some provisions that will have an immediate impact on website owners and the content they produce. To start, the Send button allows Facebook users to send a Facebook post to their friends and groups. But, as with the Like button, it also enables publishers to install the Send button on their own sites so that a blog post, product or other piece of content can be shared. Most important, the Send button allows email sharing outside of Facebook -- so users can enter email addresses (even to non-Facebook users) and send the content anywhere.

http://www.websitemagazine.com/content/blogs/posts/archive/2011/04/26/the-facebook-send-button-what-it-means-to-you.aspx?utm_source=newsletter&utm_medium=email&utm_campaign=newsletter

21 Ways To Use Video For Your Small Business

It's no secret that video can be an extremely effective marketing tool for your small business. It is engaging, interactive, and allows potential customers to get to know you and your business before ever stepping foot in your store. It is a chance to start building relationships with people you have never even met and an opportunity to get them to know, like, and trust you before the sale.

http://www.smallbizsurvival.com/2011/04/21-ways-to-use-video-for-your-small.html?utm_source=feedburner&utm_medium=email&utm_campaign=Feed%3A+beckymccray+%28Small+Biz+Survival.com%29

How Hotels Can Leverage LinkedIn Company Pages for more Bookings

LinkedIn real power is in B2B Social Networking. Hotels that understand how to take advantage of the B2B Social Networking principles will generate champion leads for their Hotel. Why should Hotels join LinkedIn? Is it just another Social Network? or another distraction? Here are some responses to what LinkedIn really is, and why you should join;

<http://aremorch.com/2011/04/13/how-hotels-can-leverage-linkedin-company-pages-for-more-bookings/>

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