



The Lodging Resource Newsletter



Issue #4, August 2011

Hello again Lovely Innkeepers!

August already! I hope everyone has been having a good summer so far!

As usual I am trying not to overwhelm everyone so continueing to try to pick out just the best articles I come across this month.

Please try to address the action items (a note will be next to items in this newsletter marked in red) because they are **IMPORTANT!** saying **(action item)** Recommended at least skim.

A little levity to start the newsletter with:

I've seen variations of this around but some of these always continue to crack me up. A Little Innkeeping Humor <http://www.michiganinguide.com/innkeepers/innkeepinghumor.html> courtesy of <http://www.michiganinguide.com/>

Recent Blog Posts From Our Blog that may be of interest to innkeepers:

How Lodging can get ready for Google+ for Business

<http://chefforfeng.wordpress.com/2011/07/21/how-lodging-can-get-ready-for-google-for-business/>

Inns, HOW TO get the Recommend This Place box on your Facebook Fan page

<http://chefforfeng.wordpress.com/2011/07/19/inns-how-to-get-the-recommend-this-place-box-on-your-facebook-fan-page/>

Helpful Free Applications

Another free online photo editor **Fotoflexer**. <http://fotoflexer.com/>

Free Antivirus- Avast antivirus <http://www.avast.com/> there is a personal (free) and a pro version available, highly recommend the free version over AVG antivirus.

Foxit Reader http://www.foxitsoftware.com/Secure_PDF_Reader/ a quicker PDF reader

Forfeng's Favorite Posts

(or most action oriented of the past month)

Tnooz-TripAdvisor FREE webinar: Reputation management and beyond

<http://www.tnooz.com/2011/07/28/news/tnooz-tripadvisor-free-webinar-reputation-management-and-beyond/>

Wednesday, August 17, 2011 at 11am EDT/4pm BST/5pm CET. **(action item)**

Google: Find the perfect hotel with the Hotel Finder experiment (action item)

<http://insidesearch.blogspot.com/2011/07/find-perfect-hotel-with-hotel-finder.html>

&

<http://www.google.com/hotelfinder/>

While this is currently in Beta, it appears it will be around for awhile.

Two important takeaways from this, most of the information is pulled from Google Local/Places listings, if you don't have a places account (even unclaimed shows up), you will not show up in the list AND this is a good reason for lodging to REALLY start paying attention to their Google reviews, as these show up in the listings as well.

7 questions every social media strategy must be able to answer (action item)

<http://smartblogs.com/socialmedia/2011/07/28/7-questions-every-social-media-strategy-must-be-able-to-answer/>

I think this is a MUST read, because Who am I speaking to? and What do they want from me online? and What do I want them to do online? are often questions that don't get asked by businesses when they jump in to getting involved in social media.

Describe the perfect B&B

<http://www.fodors.com/community/fodorite-lounge/describe-the-perfect-bb.cfm#dest-header>

I thought this was an interesting discussion on Fodors from people who are not B&B owners, there were some good suggestions and comments in there about breakfasts specifically which I thought insightful

Google+

Yes Google+ is here, one more social network for everyone to groan at, if you are not familiar with or have not heard of Google+, please read my Blog post about it (above)

How to get started on Google+ (AKA Google+)

<http://www.flyteblog.com/flyte/2011/07/how-to-get-started-on-google-aka-google-plus.htm>

Five ways a hotel can use Google+

<http://www.mirarmedia.com/2011/five-ways-a-hotel-can-use-google/>

I personally think #2 is kind of interesting: Build circles for the different types of clients you have. This could be Summer holidays, New Year's eve, Weekend breaks, Luxury Suites or so. Make groups with your guest types and load them into the system into various circles. It doesn't matter if they are on Google+ or not because G+ has this great feature that one can share with people not on G+ via email. By clicking on the check box you can share stories, offers, photos or news to a particular circle which will get forwarded by email.

40 Google+ Tips and Tricks for Power Users

http://www.pcworld.com/article/236651/40_google_tips_and_tricks_for_power_users.html

Google+ Collaborative Document

https://docs.google.com/document/d/1cUjZ_7rIAm

[KRDVB6GXId73h eUdXGKdjtSffosvbazo/preview?hl=en_US&pli=1&sle=true](http://www.krdvb6gxi.com/eUdXGKdjtSffosvbazo/preview?hl=en_US&pli=1&sle=true)

How to cross post on Facebook Fan Pages and Google+

<http://www.techtipsgeek.com/share-posts-in-both-google-plus-and-facebook-at-the-same-time/14326/> (**action item**)

Twitter

The greatest key to Twitter engagement

<http://www.margieclayman.com/the-greatest-key-to-twitter-engagement>

Where to find Journalists on Twitter

<http://muckrack.com/travel/people>

The Ultimate Guide to Twitter Marketing

<http://www.copyblogger.com/ultimate-twitter/>

How to Embed Twitter Testimonials on Your Website

<http://www.socialmediaexaminer.com/how-to-embed-twitter-testimonials-on-your-website/>

Facebook

Facebook Launches In-Depth Guide For Businesses

<http://searchengineland.com/facebook-launches-in-depth-guide-for-businesses-87321>

7 Sneaky Ways to Use Facebook to Spy on Your Competition

<http://blog.kissmetrics.com/spy-on-your-competition/>

When to Post on Facebook for Best Engagement

<http://gloriarand.wordpress.com/2011/07/25/facebook-engagement/>

Some great stats here on good posting times

Top 10 Facebook Apps for Building Custom Pages

<http://www.socialmediaexaminer.com/top-10-facebook-apps-for-building-custom-pages-tabs/>

Misc Business

Getting Your Inn on Wikipedia

<http://www.bnbwebsites.com/wikipedia.htm>

Top 25 Websites Offering Small Business Help

<http://www.businesscreditblogger.com/2010/09/27/small-business-help/>

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