



## Issue #3, July 2011

Hello again Lovely Innkeepers!

Well plans to do a second newsletter mid month did not come about, but I've been busy bookmarking some great articles and sites for your reference.

Lots of changes as always in the world of online media and marketing. While I am trying not to overwhelm everyone I've tried to pick out the best articles out of about a thousand plus I've read this month, so if nothing else try to address the action items (a note will be next to a couple in this newsletter marked in red) because they are IMPORTANT! :)

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

#### Another site that Bed and Breakfasts should get listed on (action item)

<http://chefforfeng.wordpress.com/2011/06/24/another-site-that-bed-and-breakfasts-should-get-listed-on/>

Mapquest has come out with their own version of Google Local and Bing Business Portal

#### How to find and target potential guests on twitter

<http://chefforfeng.wordpress.com/2011/06/22/how-to-find-and-target-potential-guests-on-twitter/>

#### Why JUST Responding to Complaints on Social Media is not Enough!

<http://chefforfeng.wordpress.com/2011/06/16/why-just-responding-to-complaints-on-social-media-is-enough/>

## Helpful Free Applications

**CutePDF** (create PDFs from any type of document or file) FREE

<http://www.cutepdf.com/products/cutepdf/Writer.asp>

Make sure you download both the file and the converter. The converter will show up as a Gray G on your desktop, make sure you install it first or the program may not run properly.

**Involver** (Facebook tabs and applications)

<http://involver.com/applications/> & <http://involver.com/plans/>

You can get 7 apps for free which is more then most B&Bs would probably use

### Hyper Alerts

<http://www.hyperalerts.no/>

Hyper Alerts is a feature for everybody who wants email reports of posts and comments on a Facebook Page. You don't have to be an administrator of the page to get email alerts, and you can have as many subscriptions as you want. You can get the alerts within minutes, or a digest every hour, day, week or month. (great way to stalk the competition without fanning)

### Exportly

<http://export.ly/>

Lets you export and analyze twitter lists as well as fan page data, free with a tweet. Extremely useful for analyzing who you are following, who is following you, as well as other people's lists and followers. This also checks out your fan page engagement as well.

## Forfeng's Favorite Posts of the Past Month

### HOW TO: Get a Google Places Label (action item)

<http://www.iexposure.com/2011/06/16/how-to-get-a-google-places-label>

### Twitter

#### ReviewPro Guide: A Hotel's Guide to Twitter

<http://www.reviewpro.com/guide-to-twitter-4098>

Pay attention particularly to the page about Hashtags, Hashtags are things that B&Bs could take better advantage of both using them in their tweets and also using them to search for topics and conversations.

### Facebook

#### The Ultimate Guide to Facebook Marketing

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

From one of my favorite sites, a one stop shop so to speak about and to help with, all things facebook.

#### The 5-Minute Facebook Page Makeover (action item)

<http://www.blueglass.com/blog/the-5-minute-facebook-page-makeover/>

Some great tips on the ever changing world of the Facebook fan page

#### 3 Types Of Facebook Image Ads That Work

<http://searchengineland.com/3-types-of-facebook-image-ads-that-work-80162>

#### 10 things hoteliers should be doing on Facebook but probably aren't

<http://www.eyefortravel.com/news/marketing/10-things-hoteliers-should-be-doing-facebook-probably-aren%E2%80%99t>

Creating a custom URL for your Facebook page is something many B&Bs still have not taken advantage of, if you have over 25 fans you can create this unique URL.

### Video and Youtube

#### Stupeflix

<http://studio.stupeflix.com/>

While this doesn't give you a load of options, it is a free video maker, just add photos and captions and off you go.

**YouTube and Creative Commons: raising the bar on user creativity**<http://youtube-global.blogspot.com/2011/06/youtube-and-creative-commons-raising.html>**Misc Business****Defenses Against Bed Bugs and Lawsuits (action item to read)**[http://lhonline.com/news/bed\\_bug\\_defenses\\_0607/](http://lhonline.com/news/bed_bug_defenses_0607/)

A terrific article about Bed Bugs. While I don't see claims of this occurring much with B&Bs, it's still a good idea to keep up to date with what you can do if on the off chance you do have an occurrence of them. Keep in mind, guests can bring bed bugs with them.

**Why Photos on your Travel Website Can be a Bad Idea**<http://www.travelonlinepartners.com/photos-on-travel-website-bad-idea/>

Some very good points about photos on websites from the readers (potential guests) perspective.

**Email checklist (maybe this time it'll work!)**[http://sethgodin.typepad.com/seths\\_blog/2011/06/email-checklist-maybe-this-time-itll-work.html](http://sethgodin.typepad.com/seths_blog/2011/06/email-checklist-maybe-this-time-itll-work.html)

Some inns automatically add previous guest's email addresses into their email database, this is a good reminder of some of the things that we all should be doing to maintain best practices for good email usage.

**And finally for those late night insomniacs that want some great extra reading****Customer Service: Your Best Friend or an Unimaginable Nightmare**<http://www.garywhitehill.com/2011/04/21/customer-service-your-best-friend-or-an-unimaginable-nightmare/#more-766>**The 50 Best Social Media Blog Posts In The First Half Of 2011**<http://www.simplyzesty.com/social-media/the-50-best-social-media-blog-posts-in-the-first-half-of-2011/>**12 Most Inspiring Blogs for New Entrepreneurs**<http://12most.com/2011/06/03/12-inspiring-blogs-entrepreneurs/>

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