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Nota di contenuto	Part I. Marketing and pricing basics -- 1. First impressions: hospitality -- 2. Total media marketing -- 3. Marketing your passions -- 4. Setting a price -- 5. Demographics make a difference -- 6. Increase sustainability, increase appeal -- 7. Working with associations and travel agents -- 8. Mastering public relations -- 9. Guest communications: a bird in hand -- Part II. Web-based marketing -- 10. Website fundamentals for innkeepers -- 11. Your social media presence -- 12. SEO (search engine optimization) -- 13. Tips and tricks for staying on top of your content -- 14. The rating game: leveraging consumer reviews -- 15. Online travel agents (OTAs) -- Appendix. Five-month detailed marketing plan -- Case study. Bass and Baskets: an innkeeper's passions -- Appendix 1. Putting heads in country beds -- Appendix 2. List of possible marketing initiatives -- Appendix 3. Top tips from successful properties -- Author biographies -- List of contributors -- Index.
Sommario/riassunto	Marketing a small, independently owned lodging business can be difficult. Marketing Essentials for Independent Lodgings outlines how to get a business's name out there, attract consumers, and navigate the dicey world of social media and an online presence. Descriptions of traveler demographics, how to get the word out about a property, and how to make a property unique are all talked about at depth. The goal

of this book is to help small lodgings flourish, and it does so by including lists of actions that can be taken this week, this month, or this year to help positively impact the bottom line. Also included is a specific marketing outline that can be adapted to an individual business, giving business owners a timeline and plan they can follow.
