

# Hotel ORM Marketing Kit Vol. 1 Bonus Guide

## How To Provide Online Reputation Management To Hotels



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**Local Consulting Systems**



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The tools provided in your Hotel ORM Marketing Kit are designed to help you show hotel owners why they need online reputation management services, and why they should work with you.

For those of you not already providing Online Reputation Services as part of your Local Consulting Business or Marketing Agency, this guide will give you some ideas about how to provide these services to the new hotel clients you land.

## **ORM and Hotels**

Of course, the first thing you'll need to do is familiarize yourself with how online reviews affect the hotel industry.

The best way to do this is to read the Market Lead-Gen report provided in your Hotel ORM Marketing Kit yourself, as it will give you a good overview of the situation and allow you to discuss ORM clearly with your hotel prospects.

## **What ORM Services To Offer Hotels And How To Provide Them**

Many hotels are making one or more of the “three big mistakes” when it comes to managing their online reputation. Each of these mistakes is costing them bookings and revenues.

Most importantly, each of these mistakes offers YOU an opportunity to offer them a useful ORM service.

Next, we'll take a look at these mistakes and reveal how you can get paid to help hotels fix them...

**Mistake #1: Not paying any attention to their online reputation at all.**

Some hotels may not even realize that they should have multiple third-party website listings online that they can claim, monitor and respond to.

If this is the case with hotels in your area, your starting point for service offers is VERY easy – show them where to get listed (or where their listings are that need to be claimed) and offer to do it for them.

**Examples:** Make sure they have a listing and claimed it on Google + Local, TripAdvisor, and Facebook business pages.

You can charge them a one time fee to handle this “listing creation and claiming” service.

To make it easy for you to fulfil – here are step-by-step instructions for each:

[How To Create A Google + Local Listing](#)

[How To Create A TripAdvisor Listing](#)

[How To Create A Facebook Business Page](#)

This is a great “foot in the door” service you can offer for a low one time fee.

Why?

Because every hotel who needs this service, will also be in need of the next two – which offer the possibility of ongoing billing.

## **Mistake # 2: Not Taking Control Of Guest Reviews**

Many hotels will be surprised to discover negative reviews that have been left for them online.

You need to ask them,

“Are you asking your guests to leave positive reviews after their stay?”

“Are you ensuring that you hear about negative feedback BEFORE it gets posted online?”

If they answer NO to either of these questions – you have an opportunity to show them how to take control of guest reviews.

What you need to make sure the hotel owner understands is that guests who have a negative experience are MORE LIKELY to leave a review than those who have had a positive experience.

Because of this, online reviews get skewed towards the negative.

**There is a very simple but POWERFUL strategy to reverse this though.**

All the hotel has to do is ASK for guests to leave their feedback. You'd be surprised how many don't even take this step.

Then, they should have a system in place that channels POSITIVE feedback to their online review pages and channels NEGATIVE feedback to their customer service where it can be dealt with before it appears online and does damage.

You can then charge them an upfront fee to set this system up, along with an ongoing monthly fees to host and manage such a system for them.

**[Click Here For A Complete Toolkit For Setting Up Profitable Hotel Review Control Systems](#)**

### **Mistake #3: Not Engaging With Negative Reviews**

Once negative reviews get posted online, it is very hard to get them removed – especially on the big hotel review sites like TripAdvisor.

Fortunately, there is one step that can almost INSTANTLY cancel out the effect of a negative review...

#### **...RESPONDING TO IT APOLOGETICALLY**

You'd be amazed how many hotels do not take this step to minimize the effects of bad online reviews. When a potential customer sees a negative review – but then reads a response by the hotel owner apologizing for the experience and explaining that the issue or issues are being addressed, it quickly mitigates the effect of that reviews.

#### **Why don't more hotels do this?**

Most hotels don't have the time or know-how to keep track of all the new reviews that appear about them online, sort through them to find the negative ones, and then respond to them.

Fortunately for you there is software available that will allow you to AUTOMATICALLY keep track of all new reviews your client receives online and provide you with direct links to the negative ones so your client can quickly respond to them.

This software also allows you to keep track of your client's overall review score and will show you exactly how many more positive reviews they need to shoot past their competition.

With this software, you can charge hotels a monthly fee to cancel out the effects of negative reviews and increase their overall online reputation rating.

This software is a complete ORM rating boosting business in a box – and is highly recommended if you are working with hotels.

**[Click Here For This Online Reputation Management Software](#)**

## **Additional Options**

Keep in mind, ORM is just one service that can help hotels increase their business. Once you are handling a hotels' ORM, you can also upsell them on additional marketing strategies including...

- Increasing their traffic with SEO, PPC and SEM
- Social Media Engagement
- Content Publishing to improve their brand image
- Mobile Website development
- SMS marketing
- and more...

We'll keep you up to date on any new and useful strategies that will help you earn more for your local consulting business. Meanwhile, feel free to [contact us anytime](#) with any questions or feedback.

Sincerely,  
James B. Allen  
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