

Hotel ORM Marketing Kit Vol. 1

USER GUIDE



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Local Consulting Systems



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Your Hotel ORM Marketing Kit. Vol. 1 includes 3 authority building tools you can brand with your name and contact details.

This includes:

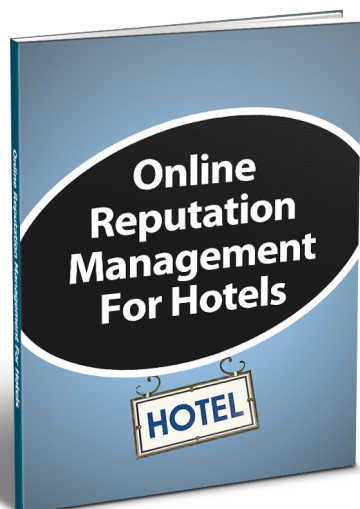
- Your Professional Market Research Lead-Gen Report
- Your Corporate Quality Power-Point Presentation and
- Your Viral Infographic

You can use each of these tools to help turn local hotel owner prospects into clients for your in-demand Online Reputation Management services.

In this guide, you'll learn how to brand each one of these tools with your details.

You also find ideas on using them as client-getting tools.

Tool #1 – Your Professional Market Research Lead-Gen Report



This 2,000+ word report shows hotels how online feedback could be hurting their bookings using up to date statistics.

It also explains why they need to engage in managing their online reputation.

Most importantly, it also gives reasons why they should engage the services of a professional online reputation manager to handle their ORM for them.

Of course, that professional is YOU.

Branding:

We've provided the report in both .doc and .odt format so you can use either Microsoft Word or the Open Source alternative [Open Office](#) to edit this document.

1. Open the report in your preferred word processing software.
2. On the title page, you'll probably just want to add your name and / or company name.
3. On the last page you'll want to add your contact details including your name and/or business name, website URL, contact email and contact telephone number.
4. Save the report in .doc format.
5. Export to PDF format and save.

Note: Both Open Office and the latest version of Microsoft Word allow you to automatically convert your branded report to PDF.

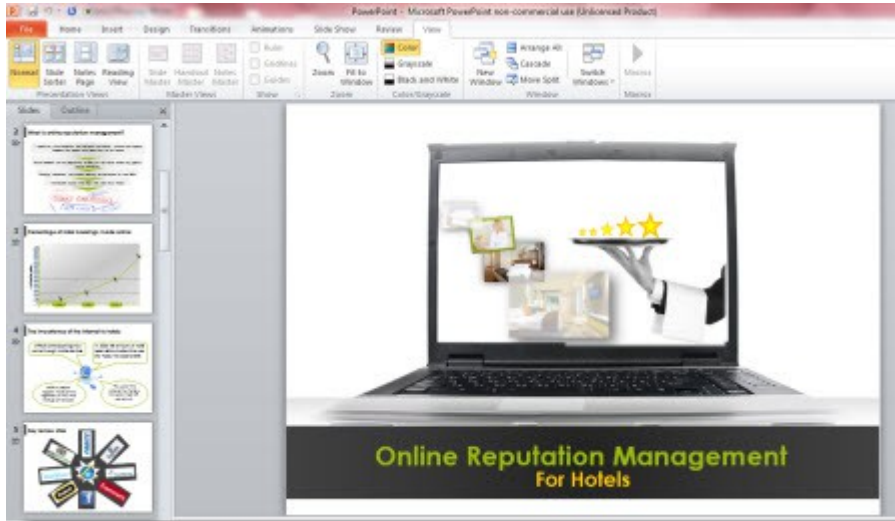
If your word processing software does NOT have this feature, save your branded report in .doc format and use a free online converter to export to PDF format.

Here's one: <http://www.freepdfconvert.com/>

Prospecting Suggestions:

- Have the report professionally printed and bound at your local print shop and hand it out to hotels in your area.
- Email the PDF directly to local hotel owners
- Convert your report to ePub format for use on eBook readers. **Use:** <http://www.epubbud.com/>
- Use it as part of a lead-gen direct mail package to send to hotel prospects.

Tool #2 – Your Corporate Quality Power Point Presentation



Your power point presentation includes the same information as the report, but as a high-impact animated slide presentation.

Please note – your presentation is in .pptx format and is designed to work with recent versions of Microsoft Powerpoint.

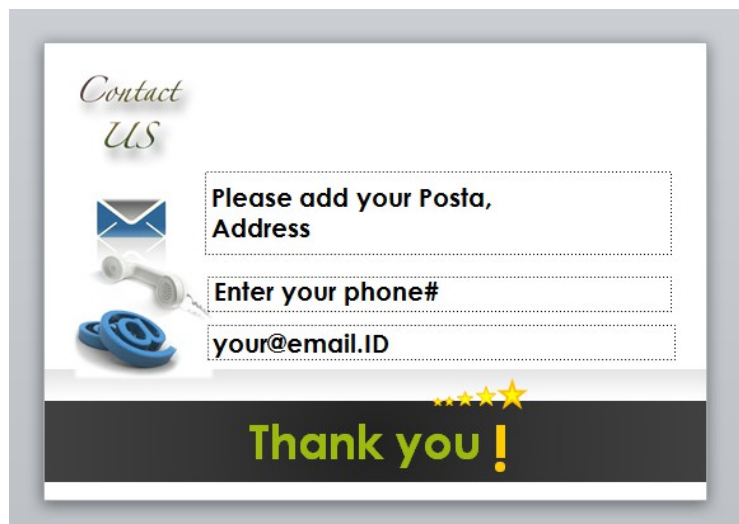
You will not be able to use Open Office with this, as it does not allow for the professional features that have been included.

[You can download the free PowerPoint viewer here.](#)

Branding:

You only need to add your contact details to the FINAL SLIDE (Slide #12) in the presentation.

1. If you have PowerPoint, you can easily open this file
2. Click on the final slide (#12)
3. Fill in the boxes with your details.
4. Click SAVE and you are finished.



NOTE: You Can Add Your Name, Company Name And Web Address Instead of Your Postal Address.

If you do not have the full version of PowerPoint to do the branding, you may have to ask someone who does – or hire a freelancer online.

Adding your details to the last slide should only take a few minutes for any freelancer to do, so it should only cost you around \$5-\$10 dollars to have it done.

Prospecting Suggestions:

- Use at live seminars
- Upload to your laptop or tablet for stunning 1 on 1 presentations with hotel owners
- Install on a flash drive and hand out directly to hotel owners as a high-tech business card.
- Install on a flash drive and use in your direct mail pieces to increase open rates and conversions.
- Upload to [Slideshare](#) or other powerpoint sharing sites and email the link to prospects – or post to hotel owner groups on social networking sites.
- Use screen-recording software like Camtasia to record yourself reading through the presentation to create an instant customized video version you can share online.

Tool #3 – Your Viral Infographic



We've also provided you with two versions of your viral Hotel ORM Infographic. There are two sizes for each:

One in A4 format so you can print it as a flyer. (This can also be scaled for other print sizes.)

One is a smaller version for posting online.

At the bottom of each infographic is a place where you can enter your business name and website URL before printing or posting online.

1. Open your infographic image with any graphic editor. If you need a free graphic editor you can download [GIMP](http://gimp.org) or use the free online editor <http://pixlr.com>
2. Use the "Add Text" function to add your name and website URL to your infographic.
3. Save as .jpg for online usage or .png for the larger print size.

Prospecting Suggestions:

- Bring the large size infographic to your local copy shop and have printed for handouts and mailers.
- Export the large one as a PDF and email to prospects.
- Post the web version to hotel and travel related groups on your preferred social networking and business networking websites.

ADVANCED STRATEGIES

Most of the prospecting suggestions included in this guide assume you are offering your ORM services to Hotels in your local area. If you are interested in even more hotel clients, you may want to check out Hotel ORM Marketing Kit Vol. 2. This next kit includes an online lead-gen system and resources to help you generate leads and clients outside of your local area.

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