

**What, in simple terms, does a Hotel Owner/Manager need to do to ensure Online Marketing is done and rooms are sold online?**

1. Create a 'Frequent Customer' sign up form, and place prominently in the hotel reception area and bedrooms.  
*Consider blending the 'Customer Feedback' and 'Frequent Customer' Form into one.*
2. Create some form of incentive to get people to sign up.  
*ie Room upgrade on the next stay if you join our Frequent Customer Scheme.*
3. 'Motivate' reservation staff to get these 'Frequent Customer' forms filled out.  
*ie Consider bonus schemes, or simply ask frequently 'How many have we got in the database now?'*
4. Authorize a suitable set of rewards (Frequent Customer Scheme) that could potentially go out via E Zine to Frequent Customers on a semi regular basis.  
*ie 10 x per year send out an E Zine with 4 free Spa Treatments to Frequent Customers and 4 double rooms at half price.*
5. Authorize a suitable set of rewards or information that could potentially go out via SMS to Frequent Customers.  
*(ie 10 x per year send out an SMS Message to guests with 4 last minute Weekend Family Rooms at half price.*
6. Authorize a suitable bonus scheme for guests who repeatedly booking online  
*ie Book 5 times in 12 months and get a FREE nights accommodation.*
7. Authorise a Google Adwords Budget (5-10£ Per Day).
8. Delegate to someone in the organization to add news/press releases to the website or send to the WebMaster.
9. Set the guidelines that instructs staff how to vary prices with demand  
*ie Increase by 10% if we are more than 75% full etc*
10. Organise for the staff to be trained to implement Demand Management  
*ie use the Demand Management Tool in AccuBook*
11. Set a target and sign up or instruct someone to sign up the hotel to at least 10 Booking Engines.  
*ie Booking.com, Hotels.com, Central R etc etc*
12. Buy the staff a Inventory Management Tool that AUTOMATICALLY updates the rates and availability on all the other Booking Engines.  
*ie Price is 150 – 200€ Per Month, products include AccuSell, Rate Tiger, AvailPro etc*