



Developing Your

REVIEW & SOCIAL MEDIA STRATEGY

by: TrustYou™

A compilation of tips and tricks for savvy hoteliers 

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TRUSTYOU 

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About TrustYou

Introduction

In the beginning of online reviews and social media, the volume was sparse. Tending to the flow of what was being said could be done as an afterthought, at best. There was one site to focus on, maybe two, for a given market. In what seemed to be in the blink of an eye online feedback began to multiply. Reviews coupled with social media platforms made a simple search on what was being said about a hotel no longer so simple. Review volume was, and is, only growing. Social media usage and comments are continually on the rise.

Not only is the volume of digital feedback growing, but the impact of what reviews and social media mean to the bottom line, is playing a greater factor. Over 80% of consumers consult online reviews before making a purchasing decision. Companies that are not on top of what is being said, and responding, are leaving money on the table. Paying attention to online reviews is not optional. It is incredibly important. We also know that the volume of reviews that a hotel has can have a direct impact on the ranking. The more reviews the higher a hotel ranking, as the majority of feedback tend to be positive. Higher rankings translate into higher revenue.

But with so many different platforms, statistics and words of advice, it is often difficult to stay up-to-date with social media and reviews. As the CEO of a company whose business is built on data from reviews and social media, I am often asked to give advice on getting started. What should a social media strategy look like? How can businesses respond and engage on social media? What should businesses write? How can businesses leverage reviews and social media to grow?

This book is a compilation of advice for getting started with your review and social media plan. From finding your brand's voice on social

media to responding to negative reviews, to strategically using this data to improve your website's conversion rates, this book provides an overview of everything you need to get started.

Enjoy!

Benjamin Jost

CEO and Co-Founder, TrustYou



Part 1

GETTING SET UP AND WHY IT ALL MATTERS

The Hospitality Gene: A Beast, A Blessing And A Payoff

This article was written by Benjamin Jost, Co-founder & CEO, TrustYou and originally appeared on www.hotelexecutive.com.

Hoteliers who rise to the top of their game have an intense level of attention to detail. They notice everything, as a good hotel executive very well should. No detail can dodge them. The employee who printed out a running trail map when they heard a guest loved to jog outside. The one wilted flower in the massive lobby arrangement. The staffer who said “let me walk you there” instead of just pointing out the way. The singular employee out of 100 who is not wearing a nametag. The waitress who overheard someone was celebrating a birthday and brought over a dessert and rallied the team to sing. The table that waited just a little too long to place their breakfast order. The associate who welcomed a guest back by name and said nice to see you again. It is the details, whether one or a dozen, which make an experience go from okay to outstanding. It can be the difference between a guest writing a glowing review of your property to no review at all. Details can drive people to go home and tell their friends, or tell no one at all (or worse, tell people they didn’t enjoy their stay). It’s the good details that make for the best stories and memories. It’s the gory details that make for nightmarish customer service tales. Word of mouth comes from the nuggets of experiences that stand out from a trip. For better or worse. It can lead to repeat guests or never-return-back-again customers.

The truth is, you can take a hotel executive out of his/her hotel, but you can’t take the hotel industry out of his/her blood. True-blood hoteliers have a condition that I refer to as the Hospitality Gene: super-hyper attention to every last detail. It’s a lingering condition. Even when you leave the hotel, you can’t turn off your checklist. It is a blessing. And a beast.

Hospitality Gene: The Beast

Let's start with when it's a beast. You're on vacation. After a long flight you arrive at the hotel and are on line to check in. You find yourself looking at your watch to time how long you wait online. You look to see if the people behind the front desk are wearing their nametags. In this case they are, but one is not exactly straight. You are tempted to straighten it after waiting four minutes for it to be your turn to check in. You get a warm welcome, but they didn't mention you or the hotel by name. You would have preferred they said "Welcome to the **FILL IN NAME OF HOTEL**; we are delighted you are staying with us this week., Mr. & Mrs. Smith" You try to refocus on the fact that you are here on vacation. You tell yourself to turn it off; this isn't your hotel or your concern. Your significant other looks at you and asks what's wrong. They can see the wheels turning in your head. You look at them and say, "Nothing at all dear. Let's get this vacation started!"

Then you walk towards the elevator; time to get on your swimsuit and hit the beach. Half way there you stop and pick up a wrapper you find on the floor and put it in your pocket. Again, you get one of those what-are-you-doing looks from your spouse. It's the Hospitality Gene in effect once again. This insane attention to detail that haunts you when you are in a hotel, even if it isn't your own. One GM while on vacation said he actually held the door open on the elevator and asked another guest of the hotel if they are enjoying their stay. Their response was "Why, aren't you?"

Then on the beach you see someone dragging a chair closer to the water and stop them, offering to lend a hand and do it for them. You stop short of offering them a drink, asking how they heard about the resort, if they booked direct or through a third party (of course if they didn't book directly you want to know which channel they booked through and why).

A colleague while on vacation was waiting on line at the front desk with a question and the gentleman in front of her said she was just

given a key to a room that was already occupied; there was another man in it. The front desk associate said she was sorry, talked about how she needed new glasses, and went on to get him another key. The guest joked that if she gave him a key to a room with a hot blond he would not have complained. They laughed. She cringed and could not help but think of what a security snafu this was. She called the GM, who she never had met before, once she returned home to let him know about this. It could have turned into a much larger issue for him under different circumstances. That's the Hospitality Gene in play once again.

If you have gotten to this point in the piece and laughed because this is all too relatable, then I am afraid you too suffer from this condition. While it might be a beast while on vacation, given that you just want to tune out and relax, it is an absolute blessing when you are on property.

Hospitality Gene: The Blessing

The Hospitality Gene is in overdrive when on property. Are guests being greeted in a way that makes them smile and feel welcome? Are the bellmen helpful? The front desk staff courteous and warm? The service in the restaurant smooth? Coffee refilled before a guest needs to ask? Name tags on straight? Rooms inspected properly? Did you look under the bed? Repeat guests greeted by name as they come in contact with the staff? This is just what you ask your staff to; it is what you do and what motivates them to do the same. It's a fact that a great hotel executive can be spotted as they walk down the corridor and pick up a wrapper or paper found lying on the floor. They don't wait for someone else to do it.

One seasoned hotelier said they hired an entire staff based on if they passed or failed this one scenario:

Q: You are vacuuming the hallway and a guest stops you to ask where the spa is. How would you direct them to get there?

The candidates who gave them accurate step-by-step directions didn't make the grade. Those who said they would stop what they were doing and walk the guest there were in. That's the Hospitality Gene.

Part of the Hospitality Gene is empowerment. You have to give your staff the power and ability to create those standout moments. The upgrade upon check-in on a lower-occupancy night when you overhear someone is celebrating a special occasion. The chicken soup sent up to the room because a guest mentioned they feel horrible. The handwritten note thanking someone for choosing your hotel yet again. The offer to call you (and mean it) if they need anything. These details are what go into the memory banks of your guests, the stories they tell to friends and the reviews they write about your hotel.

Guests expect a clean room, running water, a working TV. They expect a certain level of service. Coloring outside the lines of hospitality is what makes a difference to people. Going above and beyond in a small, yet meaningful way can make the world of difference. And build a loyalty that no marketing or advertising dollars could buy.

The reality is that as a hotel executive worked his or her way up the ranks they probably did 50 to 75% of the jobs and tasks asked of their staff. What they expect of their team is what they have done on countless occasions. Don't think this eye for details and extreme hospitality goes unnoticed; it has a payoff.

Hospitality Gene: The Payoff

Do something nice without expecting anything in return. While that is of course true, the reality is that we have this Hospitality Gene in us for another reason as well. When your hotel stands out from the pack, when you are getting the glowing reviews, the better rankings, the wonderful word-of-mouth it does more than just stroke your ego. It pays off in the form of increased revenue. The bottom line is to impact the bottom line.

The volume of reviews, the more positive the reviews, the more you respond to reviews all impacts your financial results. Which means there is an ROI to this Hospitality Gene. Here is a look at some of our findings based on a hotel's TrustScore (a ranking based on all online comments and reviews about a property in on score based on zero to 100):

Hotels with a TrustScore higher than 90 have shown an increase of about 10.5% in ADR when the TrustScore increases by 1% (which happens based on more positive reviews, which of course is a result of the Hospitality Gene).

Hotels with a TrustScore lower than 90 have shown an increase of about 4.6% in ADR when the TrustScore increases by 1%.

We are in an industry where the vast majority of those who are doing this do it because they love it. And it shows. Eighty-one percent of reviews are positive. For reviews that are not positive, responding helps. No one is perfect. In fact responding to reviews, whether positive or negative, has resulted in a 6% higher score. There is an opportunity in responding; only 32% of hotels respond to reviews.

And more is better in the review space. For every additional 30 reviews a hotel's score improves an average of 5%.

There is a payoff to doing the right thing, even if that's not why we are doing it. The Hospitality Gene translates into great experiences, standout moments and wonderful memories when it is in full effect. It turns into glowing reviews, higher rankings and increased revenue. Continue to color outside the hospitality lines, empower your staff and harness the power of the Hospitality Gene. Except when you are on vacation.

Five Quick Tips For Developing Your Brand's Social Voice

Your brand's social voice is important: it allows you to connect with your audience and differentiate your business from the competition.

Here are five quick tips to developing your brand's voice:

1. Understand What Your Brand Stands For

Your brand's mission, tagline, promises, target audience and USPs should guide your social voice. Ask yourself some of the following questions:

- What are your brand's core values?
- What qualities do you want associated with your brand?
- Why does your brand/property appeal to travelers?
- How does your brand/property differ from the competition?
- What demographics visit your brand/property? And how do they use social media?
- What demographics are you trying to attract to your property/brand?

2. Choose A Persona

Once you understand your brand and target audience, you need to develop a persona that fits accordingly. What kind of personality will

your messaging have? Is your brand serious? Funny? Smart? Quirky? Geeky? Sophisticated?

3. Develop Your Tone And Language

What kind of vibe will your brand radiate? Are you going for shock value? Is your brand an insider? Lovable? Hip? Identifying these tones will allow you to set appropriate wording, phrases and slang to use to develop an authentic, credible brand

4. Keep It Consistent

With multiple people often managing a brand's social communication, it can be tough to ensure your brand's voice always sounds consistent across platforms and times of day. However, keeping the persona and tone consistent is crucial to grow your audience and carve out your niche.

5. Revise And Perfect

One of the great things about social media is that you can learn and get feedback in near real time, presenting brands a couple of great opportunities: 1. Monitor what your audience is talking about to gauge their interested and chime in/revise your strategy accordingly. 2. Test out new waters. Try out a new topic or post a joke. If it falls flat, you will know quickly and can move on.

Part 2

YOUR SOCIAL MEDIA STRATEGY

A Hotelier's Guide To Facebook



Why Facebook Is Important:

Simply put, if you want to connect with your guests, you should be on Facebook, the world's largest social network.

- 1 billion plus active monthly users (according to Facebook)
- Facebook fans are 47% more likely to purchase
- Trusted recommendations from Graph Search will likely influence booking decisions
- Improved customer service and satisfaction

Prepping Your Page For Success

Get The Right Setup

- Make sure all of your business' information is correct and up to date in your profile, which makes it easier for guests to find you/check-in via Facebook and will optimize your search presence in Graph Search.

- Create a vanity URL to make your page easier to find and more user friendly.
- Make your timeline interesting and engaging. Share photos, share tips, share milestones. For inspiration, check out Spotify's timeline or Ford's timeline.

Developing A Voice

- **Stay on brand:** Keep your communication style consistent with your brand. Develop your style and stick with it. All posts don't have to be about the same topic, but they should all have the same tone. For a look at companies who have done this well, check out Virgin, Coke and Skittles.
- **Be human:** The point of your page is to connect with people, so content that you post on Facebook should resonate with your fans on a personal level. Develop your voice, have some personality and avoid getting too sales-y or robotic.
- **Listen and respond:** What's the best way to show fans you care? By listening to them. When they engage with you, respond. If there is a problem, offer a solution.
- **Be consistent:** Hotels that have a Facebook page must use it regularly. An inactive Facebook page will not attract new fans, nor will it encourage new fans. You should be posting new content at least one time per week, if possible.

Developing Content That Gets Results

Make It Meaningful

All content should be relevant and add value. Before posting ask yourself these questions:

- Can my fans learn something from this?
- If I wasn't the one posting this, would I care about it? Does it evoke any sort of emotion?
- Are my fans getting a special benefit (reward, discount, etc.)?

If you can't answer "yes" to at least one of these items, don't post it.

Say It With Pictures

Posts with pictures have much higher interaction rates (39%). In fact, according to Kissmetrics, posts with photos get 53% more likes, 104% more comments and 84% more click-throughs on links than text-based posts. Share shots of your new renovations, staff members, etc.

Ask Questions & Encourage Guests To Interact

Posts with questions have a 100% higher interaction rate than non-questions, according to Kissmetrics. Ask guests about their stay, their favorite part of vacation, etc.

Reach Out To Guests Who Check-In Via Facebook

46% of travelers "check in" to locations via social networks while traveling. If a guest checks in via Facebook, thank them or reward them with a special perk/freebie. Not only will you improve this guest's stay, but they are likely to share the experience with their

friends (70% of travelers update their Facebook status while on vacation, after all, according to Lab42.com), creating a word of mouth ripple effect.

Tracking Your Progress

Likes and Unlikes

This is a hard count of your fans (the people that like your page), and those who unfollow you. Hotels should measure both and work on growing likes/minimizing unlikes. If you see a spike in unlikes, figure out what isn't working (are you posting too often/not often enough? Are you veering off brand? Posting unwanted/controversial content?).

Talking About This

This measurement of engagement shows how many people have created a story about your page (liked, commented, checked in, etc.). The more people talking about your page, the more engaged your fans are, and the higher your total reach will be.

Understanding Page Post Statistics

Every month, look at interactions with your page posts (in your page's insights overview). Understand which posts were the most popular and most viral to optimize future posts.

Website Analytics

Use tools like Google analytics to track Facebook traffic to your website. Analyze this segment's flow through and conversion rates on your website.

Frequently Asked Questions

How often should I post on Facebook?

The “rules” here are confusing. You don’t want to post too much, otherwise you risk spamming people, and you don’t want to post too sporadically because you become irrelevant. Most research suggests that one update per week is sufficient, and companies can typically post up to 10 times per week. More than that, and fans are likely to drop off.

When should I post on Facebook?

Engagement is typically highest on weekends (Saturday and Sunday). During weekdays, Monday and Tuesday have the highest interaction rates.

What is time right time of the day to post?

First thing in the morning (around 9am) and early afternoon (around 3-4pm) are known to be the optimal times to post. Brands with fans in many time zones may want to consider using Facebook’s new location/language targeting tool.

What is Facebook Graph Search?

Facebook Graph Search is a new search engine that allows users to search within their Facebook network, rather than across the entire World Wide Web.

Twitter Tips And Tricks



Still hesitant when it comes to Twitter? Follow these basic guidelines for success!

Aim For Authenticity

Find your voice and keep it consistent & authentic. The key is to sound human and be likeable; keep a cohesive dialogue that genuinely reflects your brand. The Twitter universe will appreciate, and you will likely gain more followers. For some inspiration, check out Starbucks (@Starbucks), The Luxor in Las Vegas (@LuxorLV), or Southwest Airlines (@SouthwestAir).

Start Following “Friends”

Build a community of travelers that share your brand’s vision. Follow your guests and travelers that you want as your guests. Make lists on Twitter to keep it organized. Then grow your network by keeping an active presence (share and comment on interesting content, use hashtags (#) to make it easier for people to find you and be responsive).

Listen

Twitter is a social platform that most people use to communicate in what they are doing in real time. Therefore, companies can easily listen to what is being said and react.

Twitter is also a great place to see what is on consumers' minds, which topics matter most, etc. Think of it as a free market research tool!

Engage and interact

Connect with your followers and facilitate communication. Post relevant content and ask questions. This could mean posting pictures of your property, asking travelers about their experience at your hotel or destination, providing information about local events, restaurants, or activities in the area, broadcasting deals or special promotions, etc.

Tips For Crafting A Winning Tweet

Keep It Under 140 Characters

You only have 140 characters to work with, but keeping Tweets well below 140 characters actually makes your Tweets easier to retweet. Try keeping Tweets around 100-120 characters for optimum retweet-ability.

Use A URL Shortener

Because you are limited by the amount of characters you can tweet, make sure to use a URL shortener when posting links. HootSuite and Tweet Deck both have built in tools to help.

Use A Hashtag

Hashtags are used on Twitter to identify a certain topic, and they are searchable for other Twitter users. This makes the hashtag a great way for Twitter users to find you, if used properly. Just avoid overusing them; #no #one #likes #reading #something #that #looks #like #this.

Ways For Hoteliers To Use Twitter To Improve The Guest Experience

Twitter Concierge

Many hotels are now using Twitter as a concierge service, posting useful information for travelers about local restaurants, shopping and events.

Broadcast Tweets About Your Hotel

Showing live Twitter feeds on your website, in the hotel lobby or in the room encourages more guests to Tweet about you, and it is a great way to display all the positive things that guests are already saying about you.

Offer Deals

Occasionally offer special deals to the Twitter universe: give them codes for special rates, etc. Just avoid posting too many sales-y messages.

And Don't Forget To...

Respond quickly

Twitter is used in real time. You should be using it this way too. Answer travelers' questions promptly, and if a negative comment is made, remedy the issue as soon as possible. Responding publicly to a negative comment lets the guest know that you are listening and addressing the issue. In fact, once the situation is fixed, the guest could turn into a brand advocate after seeing your responsiveness.

Use The 4-1-1 Rule

Popularized by Tippingpoint Labs, the 4-1-1 rule says that for every one promotional/sales Tweet, you should retweet one relevant tweet and post four pieces of relevant, original, engaging content. It is a great way to ensure that your tweets don't become too sales-y.

Use Photos & Videos

Kudos to the new Twitter design! With it, photos and videos are given much more emphasis. Take advantage, and showcase your hotel with captivating imagery. Or use Twitter Vine to create short, entertaining videos about your property. It's a fun and easy way to engage with your followers.

Measure Growth And Track Success

Measure your growth (new followers, retweets, favorites), its impact on your website traffic and booking (web statistics using Google Analytics) and analyze which tweets worked best with your followers. Hotels should also monitor keywords such as "hotels + city name" or "recommend + hotel + city name" to find and engage new guests.

A Hotelier's Guide To Google+



Why Use Google+?

One of the biggest networks in the social media playground, Google+ can help your business make valuable connections with potential customers. But its true value lies in SEO. Building out your Google+ page, encouraging +1's, reviews and check-ins will help to increase visibility when travelers search.

- 300 million monthly active users worldwide (Google)
- 20 million unique mobile monthly users (Google)
- 1.5 billion photos uploaded every week (Google)
- Websites using the +1 button generate 3.5 times more traffic from Google+ than websites that don't have the button installed (Hubspot)
- Google+ is backed by the most powerful search engine, Google, and being part of it can have major benefits for your SEO efforts

Google+ Local & Google Hotel Finder

Google+ Local

As a local business, you have the option to set up a *Local Business or Place* type of page. Choosing to be a local business allows travelers to post reviews and recommendations as well as Zagat ratings. This is important because the reviews will show up on Google Maps and Google Local Search and has an impact on your search ranking. The good news is that if you have lots of positive reviews, you are easier for guests to find on Google.

Google Hotel Finder

Google Hotel Finder makes it easy for people to compare and book hotels by grabbing its data from different sources over the Internet, like Google Maps or Google+ Local. Fill in your Google+ Local page with all the appropriate info, and Google Hotel Finder will use this information in your listing, making your property easier to find!

Setting Up Your Google+ Page & Delivering Great Content

Set Up Your Page For Success

Write a compelling tagline that conveys what your business is all about. Make sure to write your introduction in a casual, conversational tone so that it is easy for travelers to read (stay away from corporate jargon!), and add relevant links to your website, blog, booking engine so that travelers can easily get to know you. Finally, upload an interesting profile picture and a cover photo, and post photos of your property in updates, when relevant.

Get The Right Mix Of Content

As with any social network, Google+ is all about the content! Pictures and videos work well. As does interesting, useful or humorous content. Test out the waters with your content and see what resonates best, and remember to consistently post updates!

Encourage Travelers To Write Reviews

As a local business, you can encourage guests to write reviews on your page. Recent research from Digital Marketing Works has shown that the volume and score of reviews on Google+ is highly correlated with Google's Carousel rank (i.e. more reviews on Google+ = more visibility for hotels in search ranks).

Getting The Most Out Of Google+

Make Use Of Circles

Google+ allows you to segment the people you follow into Circles. This is great for businesses because you can create hyper-targeted groups of followers, to whom you can share unique content with. For businesses, you can only add followers to your circles after they have added you. This makes it all the more important to develop an engaging page that attracts new followers.

Join The Conversation In Communities

Google+ Communities are similar to old-school message boards. They make it easy for companies to engage with consumers by joining conversations around specific topics.

Use The +1 Button

Think of the +1 button as a “Like” or a recommendation. Adding +1 buttons to your website and blog articles makes it easy for people to recommend and share your content. Once they +1 one of the articles from your web page, it will immediately show on their Google+ profile. Adding the +1 button to your site improves your website traffic; websites using the button generate 3.5 times more traffic from Google+ than websites that don’t have the button installed.

Test Out Hangouts

Hangouts are a video calling service on Google+. Hotels can use Google+ Hangouts to get in front of customers. Test it out for making announcements, hosting face to face discussions or for promoting events happening at your hotel.

Measuring Your Efforts

Here are some key performance indicators to measure:

1. **Traffic:** If you are using Google Analytics, it is simple to track traffic that Google+ is driving to your website (look for referrals from plus.google.com).
2. **Clicks:** Are your followers engaged? Track which links were clicked to understand what posts works best with your community.
3. **+1’s:** Clicks are all for naught if followers aren’t recommending your content or your website with +1’s. Track how many +1’s you are getting and determine which types of content is most compelling for your audience.

Five Quick Tips For Using Pinterest



Pinterest is great for marketers focusing on visual content. And with Pinterest's new Place Pins feature, which allows users to add a location to their content, it is crucial for hotels, destination and travel marketers to get on board! Here are some quick tips.

1. Add "Pin It" Buttons To Your Website

If you want Pinterest users to pin content from your website, make sure to add a "Pin it" button for your content. This way, you'll make it easier for them to share your content and drive traffic back to your website.

2. Don't Overdo It With Self-Promotion

There is a difference between showing off some great pictures and shameless self-promotion. Choose photos to share that can help inspire travelers' decision making, and make sure to title your pins appropriately using keywords for SEO.

3. Cater To Consumers' Interests

Get to know your audience. What are their main interests? What do they like to do? Do some research, and offer content that matches your audience's interests. Four Seasons, for example, found that its guests are interested in fashion, so it developed its Fashion Board.

4. Offer Expert Travel Tips Or An Insider View

Give guests an in-depth look at your neighborhood, its new restaurants and upcoming events (take a note on how to do this from Trump SoHo). Lacking the budget for professionally done photos? No problem; taking unfiltered photos is often more interesting for your community.

5. Engage, Engage, Engage!

Just like Facebook and Twitter, Pinterest is a social network. So don't forget to like and comment on relevant content, engage with other users and keep your posts fresh and interesting.

Making The Most Of Your TripAdvisor Listing

TripAdvisor is one of the biggest travel sites in the world, boasting more than 260 million unique monthly visitors and 125 million reviews. It therefore makes sense to have a solid presence on the website. Use these quick tips to ensure that you are getting the most from your TripAdvisor listing.

Make Sure Your Hotel's Information Is Accurate

You want it to be as easy as possible for travelers to find you, right? Then, make sure that your address is up to date, the description of your hotel is accurate, relevant deals are posted, and photos are uploaded.

Focus On Excellent Service First

Sometimes we get so concerned with reviews and what is happening in the online world that we forget the basics. Deliver exceptional service. Give guests an experience that they want to talk about, both on- and offline, and your TripAdvisor reviews will shine.

Proactively Ask Guests For Reviews

More reviews = better rankings. It is part of TripAdvisor's rank algorithm. So, encourage guests to voice their opinions. Train reception staff to ask guests to write a review upon checkout, and follow up with a post-stay "Thank You" email that includes a link to write a review.

But Don't Incentivize Reviews

First of all, this could influence the content/accuracy of a guest review. Secondly, incentivizing reviews violates TripAdvisor rules, and if your hotel is caught, the review will be removed, won't count towards your ranking, and you could be further penalized.

Don't Brush Off Negative Reviews

A negative review will happen every once in a while, even for the best of hotels. Don't hide the negative; embrace it. Recent PhoCusWright research shows that 84% of travelers agree that an appropriate management response to a bad review improves their impression of a hotel. When responding, be diplomatic, apologize for any shortcomings and take the opportunity to mention any changes/fixes that you have made to address the issue.

Respond Genuinely

As mentioned above, management responses are very important to travelers. When drafting a response, always respond to reviews in a genuine, friendly way, and try to avoid the cookie-cutter response.

Market Your TripAdvisor Accolades

TripAdvisor awards hotels with distinctions such as "Travelers' Choice" and "Bravo" badges. Has your hotel won? Share the good news!

Report Renovations To TripAdvisor

Have some negative reviews complaining about a part of your property that has recently been renovated? Wipe them off your record! With

valid proof of renovation, TripAdvisor allows you to start over with a clean slate. Find the feature in the Management Center.

GAINING MORE GUEST FEEDBACK



Part 3

A Hotelier's Guide To Getting More Reviews

More Reviews = More Revenue

30 New Reviews = 5% Increase In TrustScore

Guests write reviews to help others, not to bash hotels. In fact, more than 80% of reviews are positive. This is why a score increases with more reviews. A recent TrustYou study reveals that for every 30 new reviews a hotel receives, its score increases up to 5%. Simply put, more reviews give hotels a better reputation; a better reputation gives hotels more bookings.

1% Increase In TrustScore = 4.6% Higher ADR

With more reviews come better scores. A recent TrustYou study shows that on average, with even a 1% increase in TrustScore, a hotel's average daily rates increase 4.6%.

More Reviews = Better Rankings

A hotel's ranking is based on quality of reviews, quantity of reviews and date the reviews are written. Therefore, the volume of reviews a hotel receives impacts its rankings on search engines, OTAs and review sites. More reviews give your business more visibility, which leads to more potential guests seeing your property and ultimately more bookings.

Reviews Earn More Consumer Trust

More than 90% of all users trust reviews of their friends, compared to just 43% who trust traditional advertising according to Nielsen. The more reviews a hotel has, the more trust it gains with travelers.

Gaining More Reviews: What To Do Before Travelers Book

Influence guests to write a review before they even book. Keep realistic expectations and show that your property cares about its guests and their feedback.

Set Expectations To Encourage Great Feedback

Use what guests are already saying as a guide to set realistic expectations guests' stays. Known for being family friendly? Flaunt it, and stop pretending to be the perfect spot for a romantic getaway. This will allow hotels to live up to expectations. Hotels that are able to meet – and exceed – guest expectations are much more likely to receive reviews (and glowing ones at that!).

Show Reviews Are Important By Displaying Them On Your Website

Showing reviews on your own website sends a message that you are listening to feedback. Guests feel more compelled to write a review if they know that hotels are actually listening to what they have to say.

Respond To Current Reviews To Encourage More Feedback

Responding to reviews has many benefits – it raises guest opinions of your property, increases your scores and significantly increases your average number of reviews. A recent TrustYou study found that hotels

that respond to reviews typically see 147% more reviews than those that do not.

During A Guest's Stay

Your guest has done his/her research, read your reviews, and booked at your hotel. Here's how to encourage reviews while the guest is in the hotel.

Ask While Your Guest Is Still In The Hotel

This is the easiest way to gain feedback, and it saves lots of time and effort post-stay. Train staff to ask guests for reviews, especially if guests are clearly enjoying their stay or if they give unsolicited compliments.

Try New Technology To Encourage Feedback

New tech platforms are fun to use, so it is no surprise that guests are more engaged here than on standard surveys or review sites. From connected iPads and free postcards with QR codes to Facebook review apps and internet-connected TVs in the room, hotels that find new ways to get guests excited about giving feedback will see an increase in reviews.

Give Guests An Experience They Can't Wait To Talk About

Over-deliver on the expectations you have set. Are you the family-friendly hotel we mentioned earlier? Offer a special menu for the kids or childcare so the parents have some free time. Is your hotel known for luxury? Spring for the lavish toiletries or offer a unique dining experience or cocktail list. Impress guests. Give them memorable experiences so that they have something they want to talk – with their friends and in reviews.

What To Do Once The Guest Leaves

Now is the time that most reviews are actually written. Make sure to keep the lines of communication open following a guest's stay to encourage feedback.

Follow Up With A "Thank You"

Not only will a brief thank you help customers feel more positive about your hotel, but the follow up is a reminder for guests who had planned to write a review, but forgot during busy travels. Here are some tips for the note:

Be Concise, Yet Friendly

Your customers don't have time to read a long email about your hotel. Stick to key points and remain friendly. The email should take less than 30 seconds to read.

Develop Fun Copy And A Branded E-mail

Customers are more willing to spare time for fun-to-read copy and a visually appealing email.

Make It Personal

Don't forget to sign the email with a name and contact info. Guests are more likely to respond to a real person rather than a generic sign-off.

Include A Link For Guests To Give Feedback

Within the thank you note, make sure to encourage guests to write a review and include a link so giving feedback is seamless and easy.

Distributing Reviews To Sales Platforms

Where should links direct guests? Strategically define objectives and distribute reviews accordingly.

Define Your Hotel's Key Objectives And Distribute Accordingly

The link in your follow up email can take your guests to any review site. How should hotels determine where to send guests? First define objectives:

Business Objective	Action
Reach more travelers in your core market	Send the majority of guests to write reviews on the most popular review site(s) in your market.
Expand to new markets	Distribute reviews to popular platforms in the new market to gain visibility with new customers.
Create unique content	Send guests to your own survey and display feedback on your website for free content and improved SEO.

More than one objective? Distribute a given percentage of reviews to each key platform, using tools like TrustYou's survey distribution technology.

Bonus Quick Tips

Still looking to get more reviews? Try these additional quick tips.

Train Staff To Impress

Many reviews mention hotel reception and managers by name. Why? Positive experiences with staff are what guests remember and what sets some hotels apart from others. These interactions also increase the odds of a guest writing a review. Guests are more inclined to write something to help out a person (rather than a business) that they had a positive experience with.

Use Your Social Platforms

Social platforms help to build relationships with guests. Hotels can use these platforms to gain extra feedback by encouraging guests to share their experiences. These opinions are then visible to your guests' friends and followers. Try asking guests about their favorite vacation moment or consider holding contests for guests to post pictures from their stay.

Frequently Asked Questions

Check out answers to common questions about review measurement and tracking.

How can I track my reviews?

Many hotels use 3rd party monitoring systems to quickly analyze reviews in one dashboard to save time and overhead. Without 3rd party tools, hotels should choose a few review/social platforms that matter most to its business and begin monitoring them, making it

routine to log in to each platform, read reviews and respond to feedback.

How many reviews should I have?

This vastly depends on your property, your bookings, etc. We usually expect about a 15% response rate on TrustYou surveys. Hotels should calculate the number of new reviews divided by guests to see its current status. Then, set goals to try to improve this rate.

Setting Up Surveys To Gain More Reviews

Guest satisfaction surveys (GSS) allow you to gain valuable insights and market intelligence in order to improve services and stay ahead of the competition. Better yet, responses from TrustYou's Reputation Surveys can be distributed as reviews to your sales platforms. And more reviews = better scores, better rankings and more bookings. Cha-ching! Here are some tips to set your surveys up for success.

Consider Your Audience

Questions in the survey should be clear, concise, and specific. Write in a conversational tone and avoid using industry jargon that may confuse your guests. If your least informed guest might not understand the question, rewrite it.

Develop The Right Flow

Write surveys with a flow that makes logical sense to guests. Start with broad, easy questions like, "How was your overall stay?" These questions make the most sense at the beginning and help guests ease in to the survey. Then, move to more specific questions about their stay. Finish the survey with any demographic/personal questions that you may need answered. If you ask these questions, make sure to explain why, and give guests the opportunity to leave these answers blank.

Visualize

Visuals make a survey more fun to take. Adding in pictures and corporate branding is a great start. To really turn the surveys into something special, try making the questions themselves visual by incorporating different question formats and visual response buttons. This will keep guests engaged throughout the entire survey, so you gain more feedback.

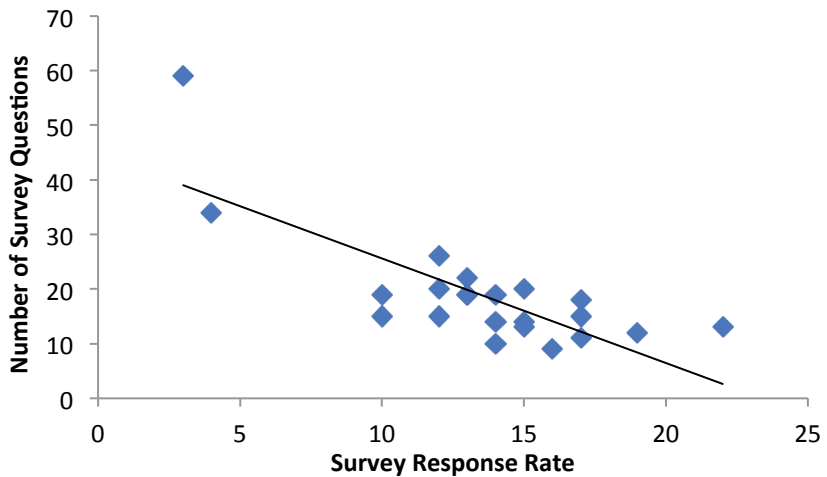
Keep It Short

Let's face it; most people are happy to give their feedback, but aren't interested in spending all day doing it – we all have busy lives and fairly limited attention spans. When surveys are too long, you risk losing feedback for a variety of reasons: natural drop-off, boredom, and in worst cases, annoyance (guests don't like to feel like their time is being wasted). To avoid irritating guests, try keeping surveys short by only asking a handful of necessary questions that you want answered. The optimum time that it should take a guest to complete the survey is around 6-10 minutes. Some will stick around for 11-15 minutes, but longer than that, and response rates drop sharply.

The Link Between Survey Length Response Rates

Looking at data from TrustYou's Reputation Surveys and response rates from our clients, we've found that there is a clear link between the length of a survey and its response rate. For each additional question added to a survey, the response rate drops by 2.5%.

Number of Questions vs. Response Rate



Case Study: ARCOTEL Uses Reputation Surveys To Improve Its Scores And Rankings

In line with its motto: “From Vienna outwards to the most beautiful cities in Europe”, ARCOTEL Hotels is one of the most prominent Austrian hotel brands, with 10 top quality 4-star and 4- star-superior-hotels spanning Austria, Germany and Croatia. Holding professionalism and service competence in high regard, ARCOTEL Hotels strive to offer their guests an exceptional hotel experience.

ARCOTEL Hotels began using TrustYou’s Monitoring solutions in 2011 to understand what guests were saying about their properties. After nearly a year of analyzing review scores and sentiment, ARCOTEL Hotels decided to implement TrustYou’s Reputation Surveys in 2012 to drive even more guest feedback and further improve their scores. Using lobby iPads, ARCOTEL Hotels have made it extremely simple for their guests to write reviews.

The Results

- So far in 2013, ARCOTEL Hotels have received 26% more reviews than they had a year ago.
- TrustYou Surveys now account for 45% of all ARCOTEL Hotel reviews, and ARCOTEL Hotels average more reviews per property than any other hotel brand worldwide.
- Overall review scores for ARCOTEL Hotels properties have improved over the past year.
- Survey responses are helping to drive this increase in scores, with Reputation Survey responses outperforming reviews written on any other source (TrustYou Survey average score: 96%, Overall score across all sources: 91%).

Says Martin Grabner-Fröhlich, Managing Director, ARCOTEL Hotels & Resorts GmbH, “Working with TrustYou has allowed ARCOTEL Hotels to gain much more customer feedback than ever before. Using TrustYou’s Reputation Surveys, we have been able to drive more guest reviews, and subsequently improve scores and visibility on the review platforms that matter most to our business.”

RESPONDING TO FEEDBACK



Part 4

A Hotelier's Guide To Responding To Reviews

Responding Gives Hotels Big Results

Not only does it allow hotels to continue an ongoing dialogue with its guests, but 71% of travelers say that seeing management responses is important, and the benefits prove it!

+6% Higher Scores

Management responses lead to more satisfied customers, plain and simple. More satisfied customers mean more business for your hotel.

+147% More Reviews

By replying to reviews, hoteliers show guests that they care about feedback, encouraging significantly more reviews. More reviews impact a hotel's rankings, visibility, scores and bookings.

More Bookings

68% of travelers say they would choose a hotel with management responses over a comparable one without responses. Hotels that respond gain an edge over their competitors who aren't responding.

More Reassured Guests

79% of travelers say they feel reassured when seeing a management response to a negative review, and 78% say they feel more positive about a hotel when seeing a response to a positive review. Plus, nearly 80% of travelers say that seeing a management response makes them feel like the hotel really cares about its guests.

Simple Framework For All Responses

Include these key points in all responses, whether they are positive or negative.

Set The Tone

Your tone says a lot. Make sure your responses are conversational and friendly. Avoid writing in corporate jargon, and definitely avoid getting defensive about any complaints.

Thank Guests For Sharing Their Feedback

Regardless of whether the review is positive or negative, hotels should let guests know that their feedback is appreciated and valued. Always thank guests for taking the time to share their opinions.

Be Specific

Generic or stock responses don't feel very authentic. Hotels should respond with a response that is specific to the review to avoid sounding insincere and robotic. Did the customer praise the reception staff? Talk about it!

Give Travelers A Person To Contact

Signing your response with a name and a way to contact the hotel to discuss further let's guests know that you care and shows that a real person is taking the time to read and respond to feedback.

Tips For Responding To Positive Reviews

Add in these elements for a perfect response to a positive review.

Let The Guest Know How Delighted You Are To Hear About His/Her Positive Experience

You wouldn't ignore a personal compliment, would you? Of course not. Treat positive reviews the same way and make a point that the hotel strives for this level of excellence with all guests.

Congratulate Staff Whenever Possible

Many positive reviews mention staff by department or even by name. Take this opportunity to publicly applaud staff that are going above and beyond.

Don't Use The Response As An Overt Sales Opportunity

Your guest took the time to write something positive. Thank them and leave it. This is not the time to encourage them to tell more friends, join your social networks, etc.

Invite The Guest Back

You can, however, let the guest know that you hope they return again soon. Make sure to invite them back and ensure that their stay is just as incredible the next time!

How To Respond To A Negative Review: A Breakdown Of The Perfect Response

Use these three simple steps for a perfect response to a negative review.

1. Open With A “Thank You”

Hotels should always let guests know that their feedback is appreciated and valued. Begin your response by thanking the reviewer for sharing his or her feedback.

2. Acknowledge And Address

No doubt about it; a negative review stings! But suck up your pride and apologize for the negative experience. Make sure to address the guest’s specific concerns and let them know what improvements you are making to ensure that future guests will not encounter the same problem.

3. Sign Off By Inviting Them Back

Invite the guest back to rectify the situation, and make sure to sign off the review with your name and an appropriate way for the reviewer to contact you. It shows that the hotel truly is interested in ensuring its guests have a great experience.

Let's Break It Down: Here's An Example Negative Review

Horrible stay...

I wanted to enjoy my stay here. I really did. However, the hotel was a disappointment from the moment we arrived. One of the elevators in the lobby wasn't working, so we had to wait forever to get upstairs with all of our luggage. Then, there weren't enough towels in the room, and our coffee at breakfast wasn't even warm

1. Open With A "Thank You"

"First, I want to thank you for your feedback. While I wish you had a better experience, it is feedback like this that we learn from and use to improve. We work hard to deliver an exceptional guest experience, and it's apparent in this case, we fell short. "

2. Acknowledge And Address

At the time you were staying with us, one of our elevators was out of service for routine maintenance. For the inconvenience it caused, I am sorry. The safety of our guests is a priority and such service is an unavoidable necessity that should have been better explained..."

3. Sign Off By Inviting Them Back

"If you give us a chance to earn back your trust, I can assure you that your breakfast will be on time and your towels will be plentiful. I would be happy to make your reservation personally and see to it that you enjoy the experience that so many of our guests have grown so fond of."

Pulling It All Together

A negative review on its own? Definitely a negative. But, with a proper response, it no longer looks so negative:

“I wanted to enjoy my stay here. I really did. However, the hotel was a disappointment from the moment we arrived. One of the elevators in the lobby wasn’t working, so we had to wait forever to get upstairs with all of our luggage. Then, there weren’t enough towels in the room, and our coffee at breakfast wasn’t even warm.”

“First, I want to thank you for your feedback. While I wish you had a better experience, it is feedback like this that we learn from and use to improve. We work hard to deliver an exceptional guest experience, and it’s apparent in this case, we fell short. At the time you were staying with us, one of our elevators was out of service for routine maintenance. For the inconvenience it caused, I am sorry. The safety of our guests is a priority and such service is an unavoidable necessity that should have been better explained. If you give us a chance to earn back your trust, I can assure you that your breakfast will be on time and your towels will be plentiful. I would be happy to make your reservation personally and see to it that you enjoy the experience that so many of our guests have grown so fond of.”

Follow the three steps to responding to negative reviews, and chances are, you’ll win over the reviewer, and travelers reading your response.

Responding To Reviews: FAQ

Check out answers to common questions about responding to reviews.

Should I respond to all reviews?

If possible, yes. There are benefits to responding to both positive and negative reviews. If you are pinched for time, however, respond to all negative reviews, then select a few positive ones to reply to.

Who should write the response?

This depends on how your hotel is set up, but try to get the most senior person possible – it gives more legitimacy to the response. Often, in smaller hotels, the manager usually is responding, whereas in large chains, responders range from social media manager to quality assurance managers to employees of specific departments that were mentioned within the review.

When should my hotel respond?

As soon as possible! Hotels should try to respond within the first 24 hours that the review is visible. If this is not possible, make sure to respond within the first few days.

Which sites allow me to respond?

Many sites allow responses, including: 17u.cn, Aatravel.co.nz, ANA.co.jp, Atrapalo, DaoDao, eLong, Expedia, HolidayCheck, Hostelworld.com, Hotels.com, HRS, Ikyu, Jalan.net, Lvping, Qunar, Rurubu.travel, Travelbug.co.nz, Travelocity, TripAdvisor, Trivago, TrustYou and Yelp.

LEVERAGING REVIEWS TO GROW BUSINESS



Part 5

Using Reviews And UGC To Increase On-Site Conversion

Why Reviews And User Generated Content (UGC) Are Important

Trust And Confidence During The Booking Process

Reviews and recommendations from friends play an important role in travelers' purchase decisions. Travelers seek out reviews online prior to booking. According to a recent TripAdvisor study, 93% of travelers say their booking decisions are impacted by online reviews, and 96% of global hotels say reviews are important for booking. Furthermore, 53% of travelers say they will not book a hotel that doesn't have reviews.

Search Engine Optimization (SEO)

It is therefore no surprise that many travelers will use search engines to seek out reviews. Reviews add fresh content to your site (which search engines love) and improve your keyword rankings when users search for 'your brand' + reviews, so the more reviews you have, the better for search engine optimization. And, the higher you are ranked in search engine results, the more likely that travelers will click through to your website. In fact, 60% of all organic clicks go to the top three organic search results, according to MarketingSherpa.

Benefits Of Using Reviews On Your Website

Keep Users On Your Website

Because the majority of travelers think reviews are important, they will leave your site to seek out reviews elsewhere if you don't have reviews on your site. Adding reviews ensures that consumers have all they need to make a booking decision directly through your website, rather than elsewhere.

Increase Conversion

Seeing positive reviews on your site also helps travelers feel confident in their booking decision. For you, this means increased conversion rates and more bookings.

Add Objectivity

Even the best marketing and PR can only get you so far. Reviews offer users an objective view of what other travelers really have to say about their stay.

Optimizing Review Placement On Your Website

Next To Your Booking Engine

Perhaps the most obvious place to place reviews is right next to your booking engine. Just prior to booking, users can read other reviews as a final validation or final 'push' to close the sale.

Pages With High Bounce Rates

Are there some pages on your site that just can't seem to keep users? Reviews are engaging content that may serve to keep users on these pages longer.

On A Dedicated Review Tab Or Landing Page

Sometimes it is easiest to have an entire section carved out for reviews and review summaries. Just make sure that the section is easy for users to find.

Your “Circle of Trust”

This article was written by Benjamin Jost, Co-founder & CEO, TrustYou and originally appeared on www.tnooz.com.

If asked to define your “Circle of Trust” you would likely come back with a select handful of your closest combination of family and friends.

People who you probably consider your confidants.

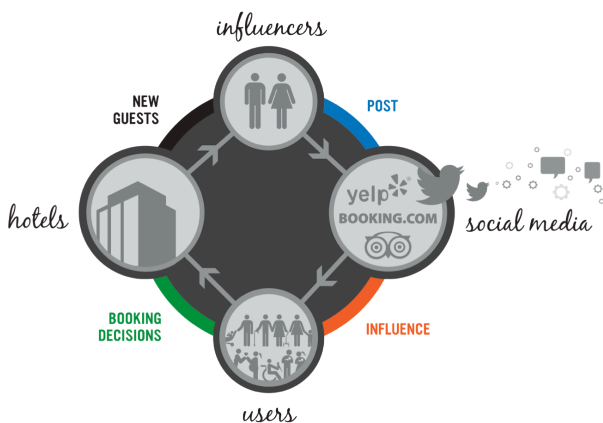
If you are a hotelier, however, your “Circle of Trust” is growing by the minute.

They are everywhere; omnipresent. Never mind a handful; it could be a stadium full. There is never a down moment; when one stops talking about you, the next one starts.

- Who are these people?
- What are they saying?
- Why are they in your “Circle of Trust”, a group that is traditionally defined as a much more intimate crew?

We’ll take a look at this ever expanding circle, the new definition of it and how to keep this circle working for your property to drive positivity and revenue.

So What Is The Circle Of Trust?



Your parents. Your siblings. Your spouse. Your best friend. Your closest colleague. Traditionally some combination of these, if not all of them, would likely comprise your “Circle of Trust.” It would be an intimate grouping of those closest to you, those who know you best. They tell it like it is, but would not have a bad word to say about you outside of this sphere. It’s a safe place.

What if I told you that your “Circle of Trust” was composed of thousands of people. Most of them you don’t know personally. In fact, many of them you have never even met before. They know you and have a strong opinion of you. The people in this circle are talking about you to their neighbors, to all of their social media friends and even telling people they have never met about you. They are writing about you; in a best case scenario they are saying very nice things. At other times, not so much. If you are a hotelier, what I just described is part of your “Circle of Trust.”

Guest feedback is growing. It’s exploding. Feedback that was once confined to an in-room survey is now a billboard in the form of online reviews, social media posts, photos for all to see and yes, there is still traditional word of mouth. Your “Circle of Trust” is now made up of all these people, sharing all these stories, anecdotes and details of their stay. If it’s all working well, this circle is a source of referrals and powerful ones at that. An astonishing 92% of consumers worldwide said they trust “earned media” (word-of-mouth, friends and family) above all other forms of advertising (Nielsen Global Trust Survey). This is an 18% jump since 2007 and social media and review sites have no doubt contributed to this increase as the process of sharing recommendations has become much easier, often times unsolicited (as it pops up in your Facebook stream and you think, “I should try that hotel the next time I am in New York”). The bottom line is that people trust recommendations from people they know. And who they “know” is growing as you see what friends of friends have to say and suggest across social networks. On review sites you might not even know the person, yet they become a trusted source of information just by the high level of detail they have shared about a particular experience and the number of past reviews they have posted. Put this all together and

you can see how and why the “Circle of Trust” that relates to your hotel is multiplying. You can’t stop its expansion, but you influence it.

Get Them Talking More: How To Increase Review Volume Via Surveys

Let’s face it; reviews and social media absolutely have an impact on booking decisions and ultimately your bottom line. Specific to review sites, higher-ranking hotels earn better visibility, which lends itself to a greater appeal amongst travelers, which in turn results in more heads in beds (and revenue). So you need more reviews. I know what you are thinking: “Easier said than done.” My response: “It is easier than you think. Just ask them.”

We have seen a tremendous spike in reviews from hotels that use the survey functionality of our platform. By simply customizing a survey and sending it to past guests to fill out you have a wealth of information that can live in the form of user-content on your very own website. Review sites are still very important, so there is the option to decide where you want the feedback and content to live. We give hotels the option of distributing reviews across a number of sites. Maybe you send 25% to your own site, 40% to TripAdvisor and the rest to some combination of Yelp!, Google+ and Booking.com. As I said, the more reviews, the better the score. The better the score, the higher the visibility. And you can charge more as your scores improve.

We’ve found that hotels with a TrustScore higher than 90 have shown an increase of about 10.5% in ADR when the TrustScore increases by 1%. The TrustScore, a ranking, based on a possible top billing of 100, is a compilation of guest feedback across all major user-generated sites to measure how a hotel is rated in one easy-to-read score. Content from over 250 sites go into the determination. What doesn’t? The star-rating of your property, which means three- and four-star accommodations can compete with the once superior five-star set if the service delivery and experience is there and the guests are posting positive comments. Hotels with a TrustScore lower than 90 also

benefit and have shown an increase of about 4.6% in ADR when the TrustScore increases by 1%.

Engaging with guests on social media platforms – before, after and during their stay – also helps to strengthen the bond within your “Circle of Trust.” And let’s not forget that no matter how many reviews there are, regardless of how many “likes” you get, if the service, experience and overall delivery aren’t there, you’re fighting an uphill battle.

Making Sense Of It All & Bringing Calm To The Chaos: Monitoring Tools

Now you have them talking more, the reviews have multiplied, your hotel is being talked about across too many sites to name and it’s all a buzz on social media. Fantastic. Then you get that email passed along. You know the one; from someone within the hotel’s ownership group. A friend of a friend of his mother-in-law’s stepdaughter found a really bad review about your hotel on a site that you pay little to no attention to. And no one responded to it (or even knew about it). And even on the sites that you are monitoring more often, it’s just too hard to keep up. Some of the reviews are just falling through the cracks. You need eyes in the back of your head to keep up. Or more sensibly, a monitoring platform to keep track.

You are running a hotel. That doesn’t mean you need to be running on empty and trying to find ways to harness all of the online content and bring together. That’s what us tech and data geeks are here for (why aren’t we ever call tech and data Gods?). With over 50 man years of university research behind us at TrustYou we have the technology and tools to aggregate and analyze the tremendous sea of data out there about your hotel. With our semantic analysis technology we can break down what is being said and deliver the trends and sentiment behind all of this online feedback. And we do this in over 20 languages so you can actually understand what your international guests are saying about you. This is brought together into a centralized dashboard that

shows the number of new reviews, positive vs. negative, what guests are saying about service, location, food, beds and more. It also shows the management response rate and allows you to reply to reviews directly from the tool (I hear the large sigh of relief from those of you who have to go to each site directly). What's more is that you can benchmark against your competitors to see how you are doing in review volume, responses and virtually every other category we're keeping tabs on.

Let's go back and focus on responding for minute. It should be a focus because the act of replying can have a big impact on your "Circle of Trust." Hotels that respond to online guest reviews, whether positive or negative, average 6% higher review scores than those who don't. Management responses are so important that 68% of people say they would choose a hotel with management responses over a comparable hotel without them. Even negative reviews that have responses have a positive impact with 79% of travelers saying they feel reassured by the seeing the hotel is listening. So tell me again why you are too busy to respond? You need to. Your "Circle of Trust" relies on it and is strengthened by it.

Shout It From The Rooftops: Marketing Your Success

You've listened to your guests. You've pulled the trends of positive and negative; then made service and operational adjustments accordingly. You have gotten more reviews and higher scores. The "Circle of Trust" is working well; they seem to like you (or at least your hotel). Don't let this hard work go unnoticed. There are marketing strategies that you can implement and widgets you can add to your website to show off the all of the accolades. Remember the TrustScore I mentioned earlier? There are dozens of hotels that use this as a seal of approval. You're not telling everyone how great you are, you're simply pulling together all of the user comments and adding them all together to get a collective you are EXCELLENT! There are some brands that have the TrustScore as the headliner of the guest testimonial page.

Embrace Your Circle of Trust

So let's review how the "Circle of Trust" works:

- Guests stay at your hotel and become part of your "Circle of Trust." (Like it or not, so make it count and take every opportunity to wow them!)
- Above mentioned guests go and write reviews, post comments on their social media platforms, which get commented on by friends, and those comments are seen by friends of friends, who go and tell their friends that they just heard about a great hotel in Rome. (The "Circle of Trust" is growing and you don't even know these people!)
- Out of all these new comments and new sets of eyes you get new influencers who ultimately impact booking decisions. Since 81% of all reviews are positive (and you took every opportunity to wow them), you get new guests who check in.
- Now it's back to the top and these new guests stay at your hotel.
- The circle keeps going round and round and expanding, as should your revenue if you're doing a fraction of the things we spoke about. Embrace your "Circle of Trust" and it can be your best friend, similar to the original definition that you had in mind when we started this discussion.

About TrustYou

TrustYou's Mission is to positively influence travelers' decisions. We know that customers digest and leverage lots of opinions to make good choices, and we are passionate about better travel, tourism and hospitality experiences.

Since 2008, TrustYou has set the standard for online reputation management with solutions for hotels, restaurants and destinations to analyze online reviews, tweets and posts across the social web, to gather trusted reviews directly from its customers, and to use the authentic conversations to successfully market online reputations.

TrustYou also offers hoteliers free survey solutions to gain more reviews and push them to sites like TripAdvisor, as well as marketing tools like the TrustScore. Learn more about TrustYou here: www.trustyou.com or contact us at service@trustyou.com for a free demo.

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