



Hotel & Travel Industry
&
Online Reputation Management

1. ONLINE REPUTATION MANAGEMENT OVERVIEW

With the Internet having become an integral part of everyday life online reputation management (ORM) is becoming a must for both businesses and individuals. Search engines and the rapidly growing social medias play a vital role in shaping online reputation. This raises the importance of adequately managing the information online in order to build a positive image, presenting you to the world in the best light possible.

Businesses and Corporations

No matter what field you are in – health care, finance, traveling, etc. - you want to leave the public with a good impression of your organization. Working towards captivating the growingly active online audience is an integral part of any good business model. Strong ORM and Internet strategies can position your company ahead of competitors and establish it as the best in its field. Underestimating the power of your online presence is no longer an option.

Individuals

Just like companies individuals need to maintain a positive image online. Travel agents, tour guides, assistants, secretaries can all suffer from the detrimental effects of negative content about them online. A good ORM approach can work towards building an individual's positive online reputation and thus serving as a great tool for their future aspirations.

2. SEO & SOCIAL MEDIA

1) SEO

Search engine optimization or SEO is the practice of improving a website's or a link to a website's visibility and relevance in the listings of search engines. It is an excellent and efficient marketing tool aimed at driving traffic to your website. The work of a SEO practitioners involves attempting to analyze how search engines, such as Google, Yahoo or Bing, decide which site goes where. Meaning: why does one site come up on the first page while another shows up on page 15? Following this, practitioners implement changes to the website in order to influence how search engines will rank the site in relation to specific terms. SEO is part of any good Internet strategy.

Ranking well on organic search results is extremely important for companies or businesses, which highly depend on their website to drive sales or attract new customers.

2) Social Media

The impact that social media has had on our lives in recent years is apparent to everyone with access to the Internet. It has turned into a powerful marketing tool, which provides businesses with vast exposure, as well as interaction with past, present or future customers. Social media sites are free and reach a wide and active demographic with which any company can establish a two-way conversation. Thus it is important that businesses utilize the advantages of social media in order to provide good customer service, up-to-date information and solidify the brand's image.

3. HOTEL & TRAVEL INDUSTRY AND ONLINE REPUTATION MANAGEMENT

The Internet has come to have a profound effect on the travel and hotel industry. Users are heavily relying on the Internet to read up on information about services, products and accommodations that interest them. Personal blog posts, articles, and comments allow users to read up on past customers' first-hand experiences, observations and opinions. This flow of information can be very detrimental to a business within the travel industry if not maintained properly.

As the travel industry is one of the fields most reliant on good online content strong online reputation management and Internet strategies are vital. Using the help of ORM specialists, such as BEYOO ONLINE, will give you a competitive edge. We can:

- monitor reviews, comment and articles online to ensure that responses reflect the tone of the brand;
- work on encouraging satisfied customers to leave reviews, as well as inform them of review sites where your business is featured;
- respond quickly to feedback from customers ;
- implement SEO techniques to ensure that all positive and relevant information about your business comes up at the top of search engine result pages and all non-positive or negative information is pushed to the last pages;
- build up a strong social media presence which will help promote products and services, expand brand awareness and share positive reviews with potential customers;
- encourage communication between customers and the brand through emails, website, electronic reviews, etc.

Take action to create, develop and maintain your digital image. Ensure that your business enjoys the best reputation online, as well as all the perks that go with that.

4. FACTS

- 70% of global consumers say online consumer reviews are the second most trusted form of advertising.
- 52% of Facebook users said their friends' photos inspired their holiday choice and travel plans.
- Post-vacation, 46% of travelers post hotel reviews.
- 92% of consumers around the world say they trust earned media above all forms of advertising
- As a result of their online research when looking for a holiday 33% of consumers switched hotels, 5% switched airlines and 10% switched resorts.
- 7 out of 10 travel brands professed their social media has not only generated a remarkable amount of direct bookings from social media sites, but has also significantly improved engagement with customers.
- 22%, of travel companies generate revenue from social media efforts.

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BEYOO ONLINE [**'bi: 'ju**]: The process of joining two or more things together to form one entity...Be yourself!