

5 (Hidden) Marketing Wins

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Content



Content Win

A child in a pumpkin costume stands in a garden with pumpkins. In the background, another child in a witch costume is visible on a wooden bench.

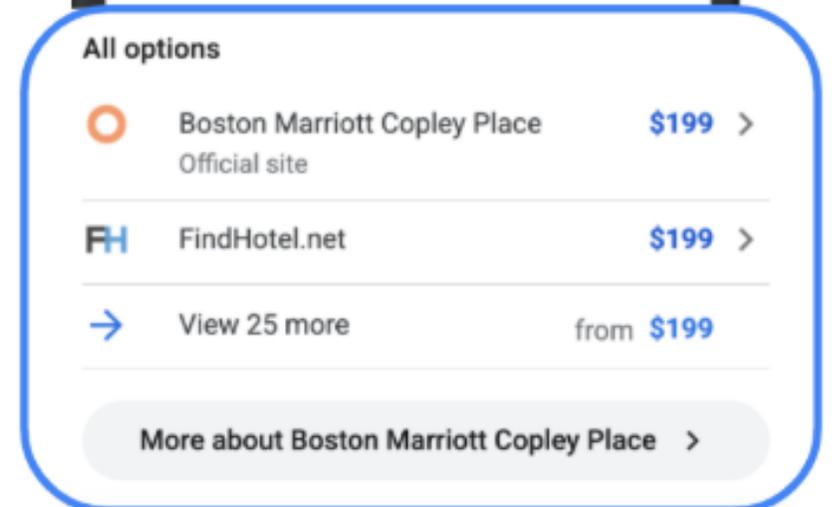
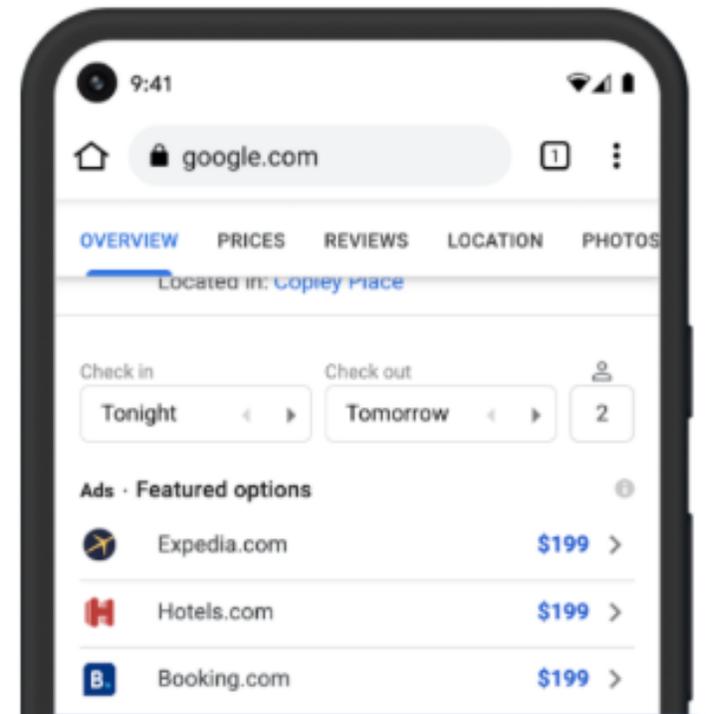
Save 5 guest photos a week

Screenshot a great review

Post with a caption

‘Our guests say it better than we can’

Google



back bay boston hotel | boston
Marriott Copley Place

Google Win

Answer reviews

Post one update a week
to GMB with a recent
photo



Boring Information



... taking great care "NOT" to press the button labelled "Thermo-Nuclear War".

Boring Information Win

Brainstorm all the FAQs - these are genuine buying signals so take action

Turn them into social media posts and GMB updates

Make sure they are all covered in full on your website

Email snippets

Personality



Personality Win

Let your staff and guests act as your ambassadors – encourage it.

Ask one staff member per month something about the local area and use that on social media.



ChatGPT



Can I bring a.....

dog?



ChatGPT example



PROMPT: Create a 3 days itinerary for my family in Salcombe.

Personalise recommendations and suggest 'upsells' to better rooms, extras and meals

PROMPT: Create an email and social media posts

ChatGPT Wins

Write like a human

Make your GMB brutally clear

Answer real questions on website and social media

Encourage detailed reviews

Get mentioned elsewhere

Your 5 Wins

- 1. Repurpose guest photos and reviews**
- 2. Make Google part of your sales team**
- 3. Use boring information as an asset**
- 4. Let your personality shine**
- 5. Get ChatGPT to be your (free) assistant**