



How to Get More Customers for Your Resort and Keep Them



<https://resortscentral.ph>

How to Get More Customers for Your Resort and Keep Them

Table Of Contents

Introduction	
I. Be Visible Online	2
II. Register at Google My Business	4
III. Build Customer Relationships	4
IV. Keep Active on Both Social Media and on Your Website	5



How to Get More Customers for Your Resort and Keep Them

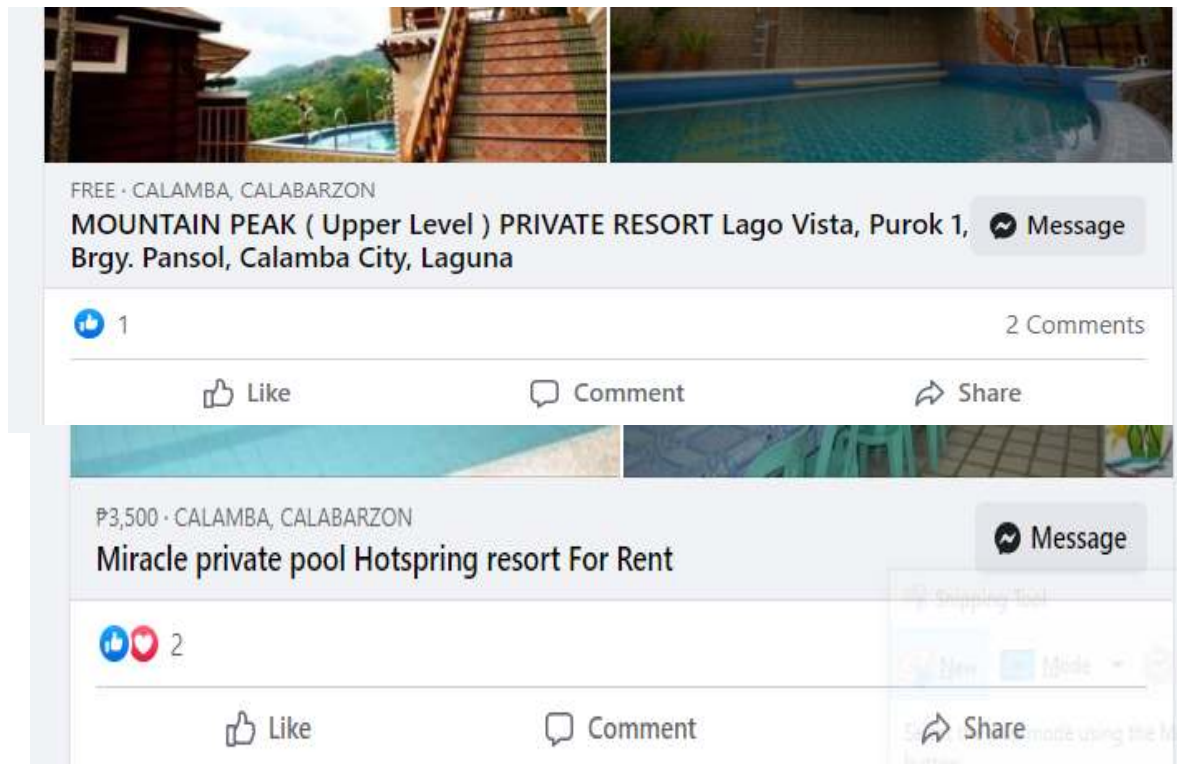
Do you miss the flow of reservations and customers arriving at your resort, and only see empty lounges and rooms?



And that, no matter how often you post on Facebook, you only get very few engagements?



How to Get More Customers for Your Resort and Keep Them



When a potential customer comes into the group looking for a resort, dozens of you are scrambling for THAT ONE CUSTOMER, resulting in a price war.

Well, you are doing it WRONG.

You are promoting in Facebook groups where your audience is also made up of resort owners like you. And once in awhile, a potential customer posts in the group looking for a resort, how many of you are fighting for that ONE customer?

The greater number of potential customers are NOT in Facebook, but in GOOGLE. Google processes billions of searches every single day!

So how can you get more customers from Google? Keep reading!

How to Get More Customers for Your Resort and Keep Them

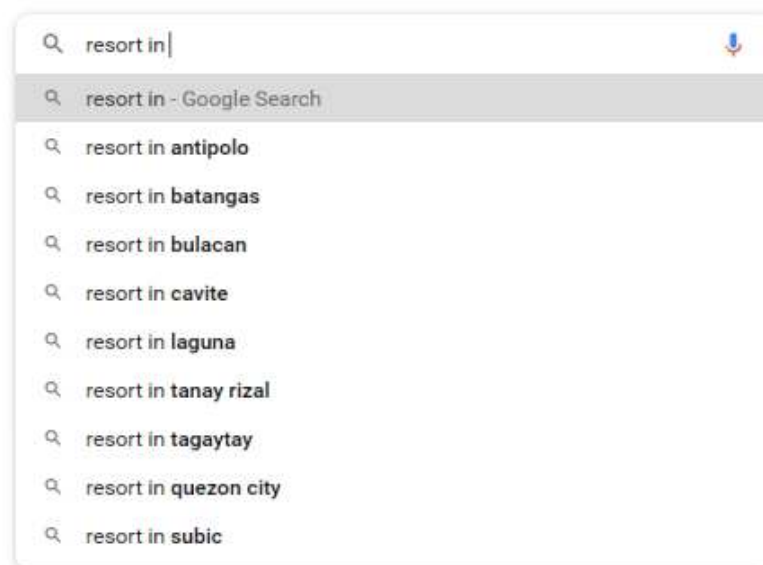
I. Be Visible Online

Before you can even have a good customer relationship, you need to be found online and have a strong presence. How can you build customer connections if they do not even know you exist?

When we say build a strong online presence, we do not mean Facebook or and other social media platforms. We mean being strong in Google search.

Why?

Because, more than any other means to search for resorts, people search in Google. **Foreign tourists will not search in Facebook for a resort.** Google alone processes 3.5 billion searches a day!



How to Get More Customers for Your Resort and Keep Them

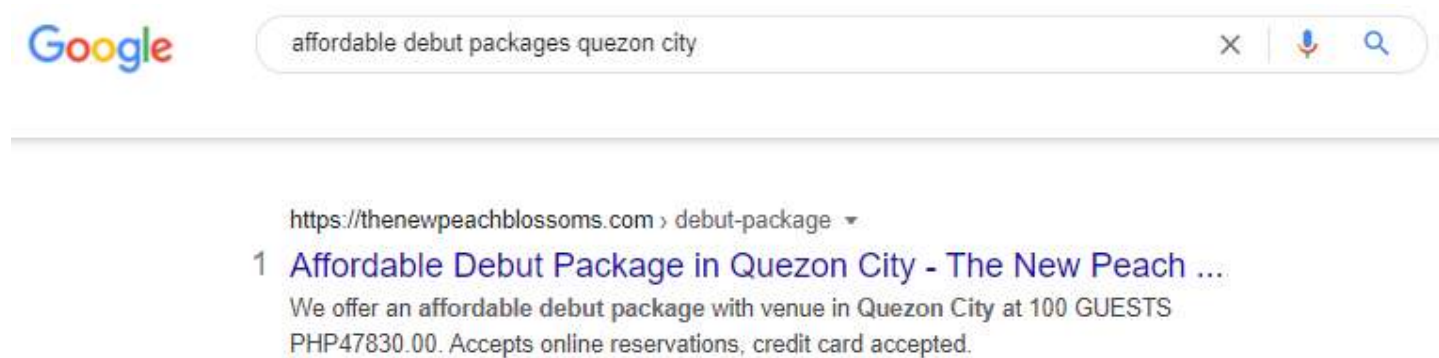
Besides, if you depend on Facebook to mainly promote your site, remember your Facebook page is not owned by you and they can shut your page down anytime. How many likes do your posts about your resort get - seriously?

Studies show that only those on the first page of Google will get more customers. So, to get on Google's first page, one of the things that will help is by having a website that gets regular website visitors.

Why is having a website that gets regular visitors helpful in ranking?

Google checks a website's popularity by the number of visitors it gets. So, when your site gets a lot of visitors, for let's say "best resort in Batangas" or "private resort in Antipolo", Google will see that your site is worth recommending on the first page for those search words.

Take a look at this example, our client, Peach Blossoms, they are #1 for "affordable debut packages Quezon city"



Because Peach Blossoms was (and still is) on the first page of Google, they were able to receive 406 online bookings from 2017 to 2021 amounting to PHP10 Million.

How to Get More Customers for Your Resort and Keep Them

Pending 405	Cancelled 0	No-Show 0	Total 406
----------------	----------------	--------------	--------------

Average Reservation PHP 25,111.38

Total Reservations 406

PHP10,195,220.28

It is important to note that not all websites rank. It takes Search Engine Optimization (SEO) to help a website rank in Google.

The good news is when you avail of our free website for resort owners, we do an initial optimization to increase your chances of ranking in Google.

There are many other factors that we will eventually discuss in our FB resort owners' support group on how to make your website appear in Google searches.

Join the group so that you get updated with helpful marketing advice from no less than marketing experts who have collectively built a successful track record.

www.facebook.com/groups/resortownersupport/



How to Get More Customers for Your Resort and Keep Them

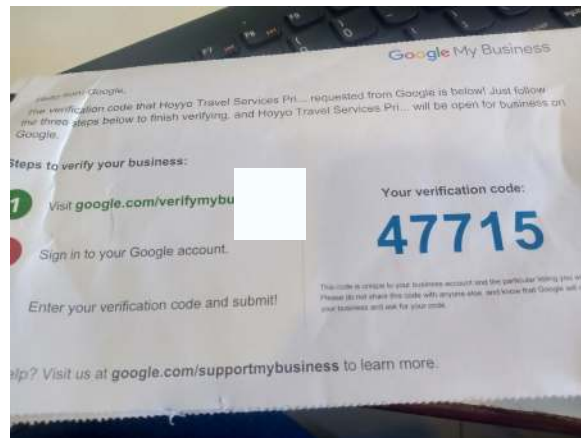
II. Register at Google My Business

Google My Business is a free service by Google that aims to help searchers when looking for a product or service in a particular area. Once you register your business at Google My Business, you will be visible in searches in a particular locality.

Thus, it gives your resort a great opportunity to be found by searchers. To register your business, go to <https://business.google.com>.

Accomplish their form especially the Name of the Resort, the address, and the phone number, and your primary business category (don't worry there are autosuggestions here).

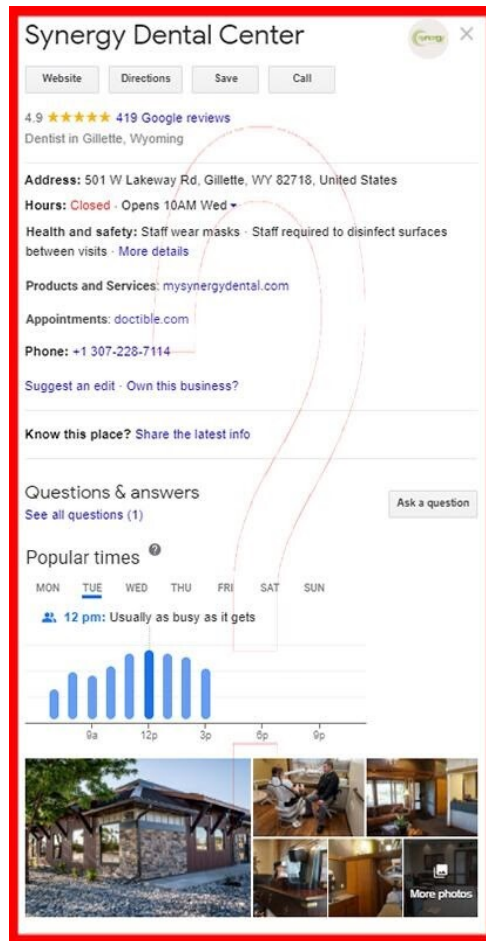
After you do, bookmark that page as you will need to add a verification code sent by Google via post mail. The verification code by post mail looks like this:



You need to go back to your Google my Business application page and enter those 5 digits to verify that you are indeed located in the place that you entered as a business address.

How to Get More Customers for Your Resort and Keep Them

Once you do this, wait for 2-3 weeks and your Google My Business listing will appear when you are searched by brand just like below:



Now make sure that the details are correct.

Also, this is not a set it once and forget it. We will teach you how to best use this tool to help you get more clients and how to maintain your GMB. Join our Resort Owners' support group for more guidance.

www.facebook.com/groups/resortownersupport/

How to Get More Customers for Your Resort and Keep Them

III. Build Customer Relationships

So, you managed to get new customers to make a reservation on your resort. It is your chance to keep them coming back by building customer relationships and you can do so in many ways.

Building that customer relationship does not start when they arrive, but once they make a reservation.

Once they do, it helps to collect their data by having a form on your website to get them to and keep them on your mailing list. You can use services such as Mailchimp, Sendinblue, Sendgrid, etc.

While there is a free version of this email/newsletter service, we recommend the paid version because it gives more features.

For example, [Mailchimp](#) has an automated birthday greeting that once you build the form that collects their birthdays, you can count on it to send automated birthday greetings with just a simple set up. Again, we will teach this in our FB Resort Owner's support group.

How to Get More Customers for Your Resort and Keep Them

Embedded forms

Classic Condensed Horizontal Unstyled Advanced

The **Classic Form** includes all visible fields.

Form options

- Include form title
- Show only required fields
Edit required fields in [the form builder](#).
- Show all fields
- Show interest group fields

Subscribe

Preview

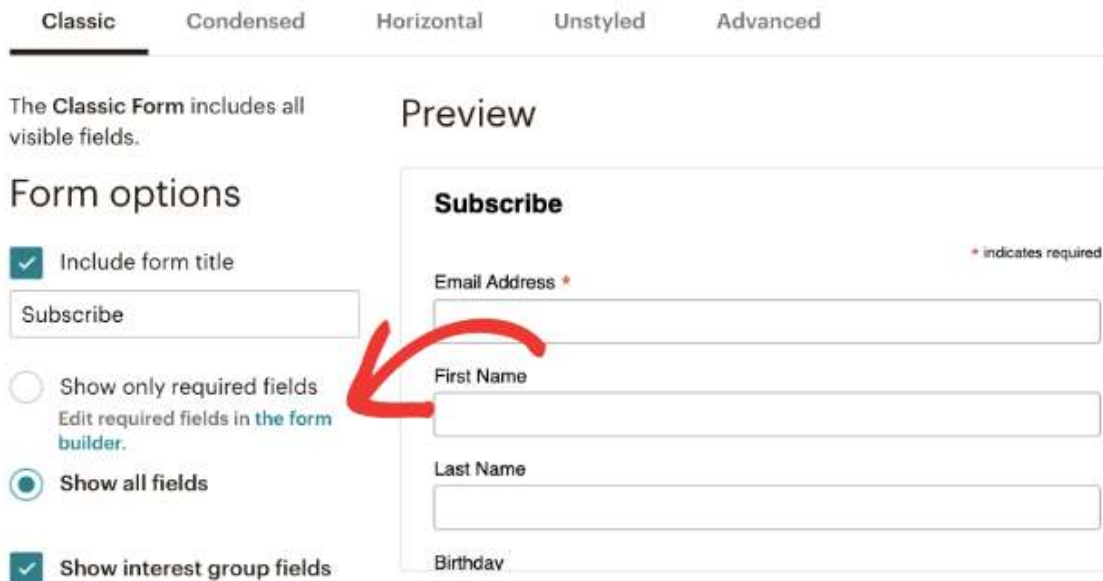
Subscribe * indicates required

Email Address *

First Name

Last Name

Birthday



Once you have set your mailing service to send an automated birthday greeting, your customer will get a birthday greeting before or during their birthday.

What customer would not want that? When you remember their birthday, they would want to choose your resort again.

Aside from giving them a smooth and pleasant stay, you should keep in touch with them through this mailing list you have collected.

Blast your promos, greet them on upcoming holidays in the hope that they will think of taking a vacation and choose your resort.

The bottom line is to keep the communication active every now and then to keep your resort on top of their minds.

How to Get More Customers for Your Resort and Keep Them

IV. Keep Active on Both Social Media and on Your Website

It is Lockdown, Why Should I Care?

Keeping the communication alive even during lockdown helps build the customer relationship further.

Besides, making your website worthy of being in Google's page 1 takes time, it takes months. So this will be a good time to get your customers and potential customers to keep visiting your site so that it gains more visitors. Google will then see that your website is popular and is worthy of being recommended in people's searches.

So while the lockdown is still ongoing or has slowed down the occupancy, build your website visitors by blogging about wonderful travel ideas near your resorts. You can also engage with your customers on social media to establish the customer relationship.

Here are some tips:

- **Engage with customers to stay on top of their minds**

One travel site recommended that even with the lockdown, what travel agencies should do is build and strengthen customer rapport by interacting with them through posts on social media.

Post something that will elicit a reaction from them. Conduct a survey, or simply ask how they are doing.

- **Post travel ideas near your resort**

How to Get More Customers for Your Resort and Keep Them



Write on your website about fun activities or interesting places to go to around your area, then post the link on Facebook or Twitter, or even Youtube.

The idea is to keep them excited to travel again as soon as it is allowed. Doing this, will keep you as their top priority once they are able to travel again.

For these travel ideas, however, remember to post them on your website, and then lead the visitors to it by sharing the link on social media. Do not post directly on FB, but on your website.

Remember what we wrote on Chapter I that Google looks at the number of visitors on your website as a sign that your website has useful information that people want.

There are even more tips to make your website come up in Google search. Join our resort owners support group so we can give these bits of information. That way, you do not get overwhelmed with an information overload in this initial guide.

How to Get More Customers for Your Resort and Keep Them

www.facebook.com/groups/resortownersupport/



About Us

You might wonder who we are and what we do. We are a team of marketing experts who have made many clients grow their businesses over the years both here and internationally. We are Team Page One and this is our portfolio.

<https://teampageone.com/portfolio>

To Your Success,

Resorts Central Philippines