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MARKETING ESSENTIALS FOR INDEPENDENT LODGING



Business Expert Press. Paperback. Condition: New. 178 pages. Dimensions: 9.0in. x 6.0in. x 0.4in. Marketing a small, independently owned lodging business can be difficult. Marketing Essentials for Independent Lodgings outlines how to get a business name out there, attract consumers, and navigate the dicey world of social media and an online presence. Descriptions of traveler demographics, how to get the word out about a property, and how to make a property unique are all talked about at length. The goal of...

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