

**Complete The Package**  
Branding Your Inn for Maximum Loyalty



Rick Wolf & Peter Scherman  
The Innkeeping Show – Charleston 2014  
www.bbteam.com


...quick overview...

- Branding...what?...why?...ingredients?
- Guests creating emotional connections with your Brand
- Market positioning of your Brand
- Putting the pieces together to 'Complete the Package'

www.bbteam.com

What is a Brand?

- Noun / Name or trademark
- Verb / To mark or imprint
- Transitive verb / **To make an indelible mark or impression on someone**



www.bbteam.com

Great Examples of Global Branding

- Coca Cola ... 1929 *"the pause that refreshes"*  
... 1942 *"it's the real thing"*  
... 1963 *"things go better with Coke"*
- Apple... *anybody got an i-Phone, i-Pad... ?*
- Nike... *"Just do it!"*

www.bbteam.com

Great Examples of Local Branding

- Captain Lord Mansion / Kennebunkport, ME
  - Luxury, opulence, and loyalty
- Hermann Hill Vineyard Inn and Suites / Hermann, MO
  - Weddings, connections, bells and whistles, its the little things
- Woods Hole Inn / Woods Hole, MA
  - Fun, funky and hip
- Addison on Amelia, Amelia Island, FL
  - Good times, 'I've never smiled so much in my life', friends

www.bbteam.com

**Captain Lord Mansion / Kennebunkport, ME**  
Luxury, opulence, and loyalty



www.bbteam.com

**Hermann Hill Vineyard Inn and Suites / Hermann, MO**  
Weddings, connections, bells and whistles, its the little things

www.bbteam.com

**Woods Hole Inn / Woods Hole, MA**  
Fun, funky and hip

**GREAT VIDEO !**  
...and...  
**Home of the Red Chair** The story of the humble red chair that has visited some of the most glorious B&B's in New England began here at the Woods Hole Inn.

www.bbteam.com

**Addison on Amelia, Amelia Island, FL**  
Good times, 'I've never smiled so much in my life', friends

The courtyard verandah is where your Innkeepers host the afternoon Happy Hour.

www.bbteam.com

**Guests connecting with Brands**

- “When emotions are stimulated, consumers are more loyal to a specific brand.”
- This is a wonderful statement of how an emotional connection is created between an individual and a brand
- **Result:** an accumulation of loyal and predisposed customers generating longevity and health for the Brand

www.bbteam.com

**2 Emerging Markets**

- Millennials
  - Interested in ‘their own interests’
  - Activity driven
  - Doing ‘it’ with friends
- Unstoppable Seniors
  - Wealthiest & most demanding
  - Customer Service expectations are HIGH !
  - Rest and Relaxation

www.bbteam.com

**Closer to Home...Building Your Brand**

- No, we’re not just talking about imprinting your logo on everything
- We’re talking about your Inn’s identity, what makes your inn unique
- This must be **the** key component to your overall marketing strategy
- What makes you unique (“USP”) ?

www.bbteam.com

### In the simplest of terms

- This is about building and creating Brand Value and Equity
- This is about increasing your business and your bottom line!
- Without effective Branding, you could be just a place to sleep!



www.bbteam.com c

### 5 ingredients to Building your Brand

- Authenticity
- You
- Signature items
- Legacy
- Promise



www.bbteam.com

### Authenticity

- What does your Brand / inn stand for?
- What is the experience you create?
- What separates your Brand / inn from others?
- Great Brands / inns are always being improved and refined....




- **Result:** expectations are always exceeded

www.bbteam.com


### You

- You are the face of your inn / Brand
- Marketing yourself is an ingredient
- Are you involved?
- **Result:** increased visibility and awareness of your inn / brand by local influencers



www.bbteam.com

### Signature Items




- Recipes, touches, services that are yours alone
- Not always exotic or expensive
- Promote them every way possible
- Must be authentic
- **Result:** They will be expected, anticipated and demanded by your guests!

www.bbteam.com

### Legacy

- A place where memories are made and emotional connections are forged
- Expressions of hospitality and sharing of good times are your legacy
- Wrapping experiences and your inn / Brand together
- **Result:** experiences=memories=emotional connections=loyalty to inn / Brand=\$\$\$



www.bbteam.com

### Promise

- Your promise is what you consistently deliver to ensure the best possible guest experience



- This is a promise that only you can make!
- **Result:** the satisfaction that you have created an experience that connects with your guests

www.bbteam.com

### Great Examples of Local Branding...Again

- Captain Lord Mansion / Kennebunkport, ME
  - Luxury, opulence, and loyalty
- Hermann Hill Vineyard Inn and Suites / Hermann, MO
  - Weddings, connections, bells and whistles, its the little things
- Woods Hole Inn / Woods Hole, MA
  - Fun, funky and hip
- Addison on Amelia, Amelia Island, FL
  - Good times, 'I've never smiled so much in my life', friends

www.bbteam.com

### Next?

- These 5 components help create your inn's identity and Brand...
- ...and allow you to connect with your guests!
- Let's take a look at a real life example.
- Your Inn !



www.bbteam.com

### Takeaways

- Review and incorporate the 5 branding ingredients into everything you do !
- Your inn / Brand / website is your biggest asset
- Make sure your Brand's experience 'Completes the Package'!
- Focus on the markets that afford you growth opportunities
- **Result:** You now have the tools and understanding to create / refine / modify your Brand into an effective and memorable business model

www.bbteam.com

### Complete the Package - January 15, 2014



www.bbteam.com

### For More Information Contact



Inn Consultants and Brokers Since 1993

www.bbteam.com