

маркетинг, брендинг и  
реклама

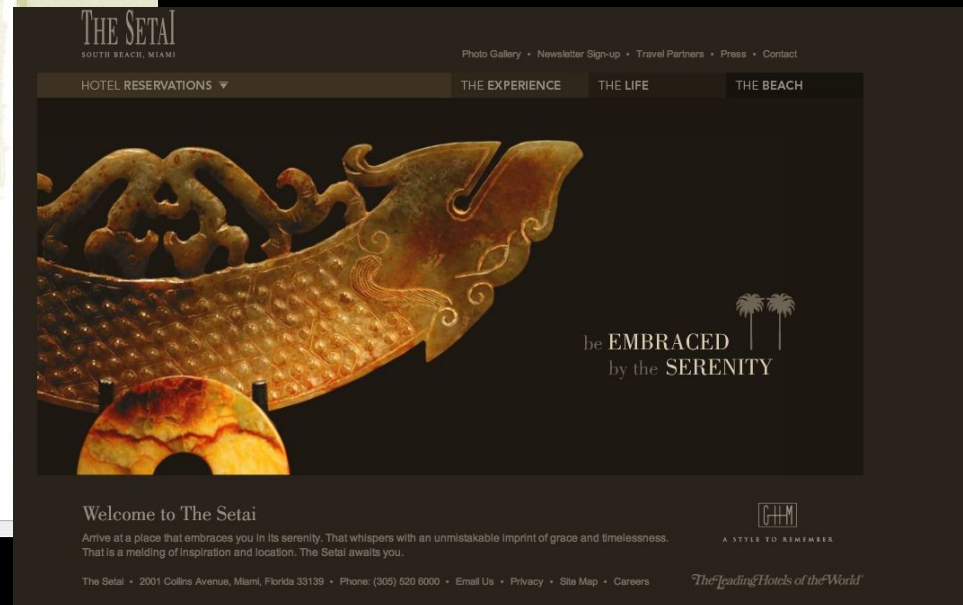
хотели и ресторанти

## Пътя към успеха на вашия хотел/ресторант

1. Определяне на точното място на вашия обект в световния, регионалния, и локалния пазар: тоест, намерете подходящата ниша.



1. Определяне на точното място на вашия обект в световния, регионалния, и локалния пазар: тоест, намерете подходящата ниша.
2. Изработете маркетингова стратегия, подходяща за тази ниша:



1. Определяне на точното място на вашия обект в световния, регионалния, и локалния пазар: тоест, намерете подходящата ниша.
2. Изработете маркетингова стратегия, подходяща за тази ниша:
3. Създайте бранд, който да отговаря на вашата маркетингова стратегия\*:

The Breakers®  
PALM BEACH

Good Evening

— CHECK AVAILABILITY —  
Arrival Date:  # of Nights:   
[SEARCH FOR BEST RATES >](#)

RESERVATIONS • SPECIAL OFFERS • HAPPENINGS • PLAN A MEETING • SHOP ONLINE • GIFT CARDS

[SEARCH](#)

HOME  
ABOUT THE BREAKERS  
ACCOMMODATIONS  
CALENDAR OF EVENTS  
BEACHFRONT EXPERIENCE  
SHOP THE BREAKERS  
RESTAURANTS & LOUNGES  
GOLF  
THE SPA AT THE BREAKERS  
RECREATIONAL ACTIVITIES  
FAMILIES AT THE BREAKERS  
MEETINGS & SPECIAL EVENTS  
WEDDINGS  
BREAKERS ROW APARTMENTS  
LOCAL INFORMATION & MAP

BREAKERS E-BROCHURES

*Ако имате стар бранд, който не отговаря на вашата брандигова тратегия, не променяйте стратегията - опреснете бранда*



1. Определяне на точното място на вашия обект в световния, регионалния, и локалния пазар: тоест, намерете подходящата ниша.
2. Изработете маркетингова стратегия, подходяща за тази ниша:
3. Създайте бранд, който да отговаря на вашата маркетингова стратегия\*:
4. Не търсете под вола кокошка: позиционирайте вашия обект САМО в избаната ниша на пазара



1. Определяне на точното място на вашия обект в световния, регионалния, и локалния пазар: тоест, намерете подходящата ниша.
2. Изработете маркетингова стратегия, подходяща за тази ниша:
3. Създайте бранд, който да отговаря на вашата маркетингова стратегия\*:
4. Не търсете под вола кокошка: позиционирайте вашия обект САМО в избаната ниша на пазара
5. Създайте или направете отново уебсайт на вашия обект, който да е:
  - A. Функционален, а не само красив
  - B. Информативен до най-малките подробности
  - C. Инерактивен
  - D. Намираем от цял свят (SEO, оптимизация за търсачките)
  - E. С резервации по интернет в РЕАЛНО ВРЕМЕ и със кредитни/дебитни карти
  - F. Проодавайте собствени продукти

#### ИЗБЯГВАЙТЕ!

Излишни бариери за достъп до информацията (пример <http://gradeshmonastery.com/>)

Музика, която не може да се изключи

Флаш сайтове

Страници които не водят до никъде

Лош агнлийски

Информация за сонственика, неговите други бизнеси, за кой е направил страницата (компания за уеб дизайн) и за красотите на България като цяло

Ненаименовани страници (brwoser title missing)

1. Определяне на точното място на вашия обект в световния, регионалния, и локалния пазар: тоест, намерете подходящата ниша.
2. Изработете маркетингова стратегия, подходяща за тази ниша:
3. Създайте бранд, който да отговаря на вашата маркетингова стратегия\*:
4. Не търсете под вола кокошка: позиционирайте вашия обект САМО в избаната ниша на пазара
5. Създайте или направете отново уебсайт на вашия обект,
6. **Давайте сега към рекламата**

Най-накрая!



? Ами къде да рекламираме?





Където ще ни чуят



И видят



**Блоггинг**



**Онлайн Видео и Аудио,  
създадено от  
непрофесионалисти**

**Социални и  
професионални  
мрежи с  
мултимедия**

**Уики-та**



**Фоксометрии  
(социлно  
маркиране с  
тагове)**



**Ажакс**



**Симплифицирана  
синдикация на  
съдържание  
(RSS и Атом)**

**Машъпс**

Какво трябва да направи един хотел за своя блог:

Създайте форум, блог, е-мейл адрес за впечатления



Кой пише блога?

От името на директора

Могат ли да се оставят коментари от нерегистрирани потребители на уеб сайта:

не

Каква е регистрацията:

име, е-мейл адрес с потвърждение

Какви са материалите в блога:

Информация за нова услуга

Интересно лице(а) посетили хотела

Събитие ставащо в хотела (конференция, състезание)

Снимки, видео (което също може да се гледа в youtube.com), подкаст и видеокаст с изказвания на реални клиенти на хотела (публикувани в itunes.com)

Links към сайтове с позитивни мнения за обекта

Връзка към уебсайта на хотела

Информация за социалната активност на хотела - благотворителност, дарения

Отговорност на хотела пред обществото и природата - екологични решения за намаляване разходи на енергия, зелени хотели

Как да направите реклама на самия блог:

Социално маркиране (тагс)

Оптимизация за търсачки

От самата уеб сайт на хотела



Bill Marriott

Home

Categories

- Brands
- Government
- Operations
- Employment
- Education
- Personal
- Technology
- Environment

Archives

September 2007

# Marriott on the move

## Featured Post

### Photos from my travels in China

By: Bill Marriott  
Posted: September 26, 2007

This is Bill Marriott, blogging from Beijing, China. This week, we **designated our new JW Marriott** at China Central Place our 3,000th hotel in the Marriott portfolio. "Chi" is the Chinese word for energy and that describes what has happened in this country of 1.3 billion people since my last visit here in 2004.

I was here in 1979 and then there were nothing on the streets but bicycles. Now, today . . .



Performers at the JW Marriott Beijing dedication ceremony

ENLARGE

### Continue reading "Photos from my travels in China"

Posted: 3:34:56 PM | Comments (9) | Permalink

Search this

### Profile

I'm Bill Marriott of Marriott International

Email Alert  
To receive new posts in your email address

Subscribe

### RSS Feeds

- + MY YAHOO!
- + Add to Google



Vancouver

OPUS HOTEL

## General Manager's Blog

BOUTIQUE LUXURY HOTEL ACCOMMODATIONS IN VANCOUVER'S UPSCALE YALETOWN DISTRICT, WITH FULL CATERING AND MEETING FACILITIES.

monday, september 24, 2007

### Hotels in Space



Recently there's been a lot of hype in the media about a hotel that plans to launch in 2012—in space. It's called Galactic Suites, and reservations lines are expected to be open next year. I would be the first in line if it weren't for the astronomical price: \$4 million for a three-day stay. Now that's an

envious average rate. Since I'll never be able to afford to be a guest, I

### blog contributors



Daniel Craig  
General Manager, Opus Hotel

view my profile



Katrina Carroll-Foster  
Director of Sales & Marketing, Opus Hotel

view my profile

Enter your email below.

# Социални и професионални мрежи с мултимедия

The screenshot shows the LinkedIn interface for a user named Rosie. At the top, there are navigation links for 'Home', 'People', 'Jobs & Hiring', 'Services', 'Answers', 'My Profile', and 'My Contacts'. Below these are search options: 'Keyword Search', 'Name Search', 'Reference Search', and 'Your Network'. A search bar is present with a dropdown menu set to 'People' and a 'Go' button. The search results are titled 'People Search Results' and show the first 500 users in the network matching the criteria. The search criteria are 'Keywords: travel agent' and 'Sorted by: keyword relevance'. There are two tabs: 'YOUR NETWORK (500)' and 'LINKEDIN NETWORK (TOP 20)'. The first result is for Tim Frankcom, who is currently at GM, Yahoo! Travel & Shopping Europe in London, United Kingdom. He has 3rd degree connections, 5 recommendations, and 97 followers. His current role is GM Yahoo! Travel & Shopping Europe at Yahoo!, and his past roles include Kelkoo, Centrica, British Airways, and American Airlines. The second result is for Robbie Schlagboehmer, who is the Owner of PENDOIC Travel Industry Consulting and Leisure, Travel & Tourism Consultant in Cologne Area, Germany. He has 3rd degree connections, 2 recommendations, and 13 followers. His current role is International Business Development at proQuest GmbH, and his past roles include Partners Software and FIRST Reisebuero Management / FIRST Consulting.

Welcome, Rosie [Sign Out] Account & Settings Inbox Expand Your Network

Home People Jobs & Hiring Services Answers My Profile My Contacts

Keyword Search Name Search Reference Search Your Network

Search People Enter keyword, name, company or title Go Advanced Search

## People Search Results

Showing the first 500 users in your network matching your criteria. refine search results

Keywords: travel agent Sorted by: keyword relevance

YOUR NETWORK (500) LINKEDIN NETWORK (TOP 20) What do these icons mean?

**Tim Frankcom**  
GM, Yahoo! **Travel** & Shopping Europe  
London, United Kingdom | Internet

3<sup>rd</sup> 5 97

**Current:** GM Yahoo! **Travel** & Shopping Europe at Yahoo!; GM, Yahoo! **Travel** Europe at Yahoo!  
**Past:** Kelkoo; Centrica; British Airways; American Airlines  
**Keywords:** ... A General Manager with over 4 years experience in running one of Europe's largest **Travel** websites, nearly ... Yahoo! **Travel** in 5 European Markets , the integration of Kelkoo **Travel** ... Yahoo! **Travel** now 5th largest multi category **travel** site in Europe ...

**Robbie Schlagboehmer**  
Owner, PENDOIC **Travel** Industry Consulting and Leisure, **Travel** & Tourism Consultant  
Cologne Area, Germany | Leisure, Travel & Tourism

3<sup>rd</sup> 2 13

**Current:** International Business Development at proQuest GmbH; International Business Development at **travel**-BA.Sys; Proprietor at PENDORIC **Travel** Industry Consulting (Self-employed); Managing Partner at TUI ReiseCenter Oberhausen  
**Past:** Partners Software; FIRST Reisebuero Management / FIRST Consulting ... see more  
**Keywords:** ... - Trained **travel agent** ... Apprenticeship as **Travel Agent Travel Agent** Apprenticeship as **Travel Agent** ...

/search?search=&ik=1191019411356&keywords=travel+agent&sortCriteria=4&rd=out





Онлайн Видео и Аудио,  
създадено от  
непрофесионалисти

**You Tube**  
Broadcast Yourself™

Hello, [rokambur](#) | [My Account](#) | [History](#) | [Help](#)

Videos Categories Channels Community

Search

### Shanghai PORTMAN RITZ-CARLTON HOTEL Jazz Movie - HAMMOND

Try out the **NEW (beta)** version of this page!

Added: **October 15, 2006**  
From: [JonHammondBand](#) [Subscribe](#)

**DIRECTOR** Provided By: [JonHammondBand](#) to JonHammondBand


Title: Shanghai PORTMAN RITZ-CARLTON ... (more)

Category [Music](#)

Tags: [Shanghai](#) [Ritz](#) [Carlton](#) [Hotel](#) (more)

URL <http://www.youtube.com/watch?v=njFWMjIMh9>

Embed `<object width="425" height="350"><param na`



00:25 / 04:11

Rate this video:  
★★★★☆  
3 ratings

[Save to Favorites](#) [Share Video](#) [Flag as Inappropriate](#)  
[Add to Groups](#) [Post Video](#)

Views: **2,605** | Comments: **2** | Favorited: **5** times  
Honors: **0** | Links: **5**

Related [More from this user](#) | [Playlists](#)

Showing 1–20 of 25 [See All Videos](#)

- [Shanghai Beach \(The Bund\)](#)  
03:26  
From: [doctorevilempire](#)  
Views: 29290
- [1968 BMW MOTORCYCLE R60 US](#)  
00:48  
From: [DRAWSONCAD](#)  
Views: 9277
- [1957 BMW R26 R 26 250cc Single Gorgeous!](#)  
01:30  
From: [wintecade](#)

data from ash-v16.ash.youtube.com...



# Фоксометрии (социлно маркиране с тагове)

Everyone's bookmarks → related tags: hotel bulgaria design hotels sandiego sofia

showing 1 - 10 of 68

« previous | next »

[Sofia Hotel Guide - Hotels in Sofia - Bulgaria Accommodation - Sofia Lodging \(Sofia hotels\)](#) save this  
... saved by 5 people

[The Sofia Hotel in San Diego, December 2006](#) save this  
to sandiego hotel ... saved by 6 people

[Moriah Hotel - Hotel Flats in the centre of Sofia, Bulgaria](#) save this  
to sofia ... saved by 2 people

[All Sofia Hotels On-line reservations](#) save this  
to hotels bulgaria ... saved by 4 people

[VESTA DESIGN - Architecture, Building, Interior Design, hotels, offices, interior construction, sofia, bulgaria](#) save this  
to design ... saved by 4 people

[Hotel Vega Sofia - exquisite and prestigious hotel accommodation in Sofia Bulg](#)  
... saved by 1 person

<http://www.hotel-downtown.net> save this  
to hotel ... saved by 2 people

[Hotel Vega, Sofia, Bulgarije - 13 Beoordelingen - BOOKING.COM online hotel](#)  
... saved by 1 person

[Sofia Princess Hotel in Sofia , Bulgaria](#) save this  
... saved by 1 person

[Oshino Kogen Hotel in Mount Fuji, Japan, Asia](#) save this  
... saved by 3 people

The screenshot shows the Digg website interface. At the top, there are navigation links for 'Join Digg', 'About', and 'Login'. Below that, there are three promotional boxes: 'Ft podcast' (New Podcasts from Leading Global News Source), 'RSSBus: Dynamic RSS' (Generate dynamic RSS Feeds from databases, spreadsheets, and more!), and 'Stock Trading Online' (Professional Stock Charting & Quotes online!). The main content area features a search bar with 'hotel, sofia' entered. Below the search bar, there are filters for 'All', 'News Search', and 'Videos'. The search results are sorted by 'Best Match First'. The first result is titled '"Pampered Paws"' and is from sofiahotelbulgaria.com. The second result is titled 'Sofia city centre hotels and apartments' and is from esworldwide.com. The interface includes a 'Search' button and a checkbox for 'Include Buried Stories'.

The screenshot shows the Magnolia website. The header features the 'magnolia' logo and navigation links for 'HOME', 'DISCOVER', 'HELP', and 'JOIN FREE'. Below the header, there is a section titled 'Bookmarks Tagged With "hotel" and "sofia"'. This section contains two bookmark cards: 'Stock Trading Online' (Professional Stock Charting & Analysis) and 'Google Reader' (Use Google's web-based feed reader to keep up with blogs and news.). Below the bookmark cards, there is a bookmark for 'Hotels en Bulgarie' with a 5-star rating and a 'SEND TO' dropdown menu. The description for 'Hotels en Bulgarie' reads: 'Rechercher, comparer, commentaires sur les hotels en Bulgarie: Sofia, Varna, Bourgas, Sables d'or, Sunny Beach, Nessebar...'. It also lists tags: 'Bulgarie, sejours, vacances, hotel, hotels, voyages, bulgare, mer noire, Varna, Sofia, Bourgas, Albena, Sables d'or, Sunny Beach' and is saved by 'kalinb' on August 24, 2007. Below this, there is another bookmark for 'Hemus Hotel in Sofia , Bulgaria' with a 5-star rating and a 'SEND TO' dropdown menu. The description for 'Hemus Hotel in Sofia , Bulgaria' lists tags: 'bulgaria, sofia, hotel, travel, accommodation' and is saved by 'alberto romero' on November 24, 2005. On the right side of the page, there is a 'Find Bookmarks' search bar with 'hotel, sofia' entered and a 'GO' button. Below the search bar, there are links for 'Take Tour', 'Join', and 'Featured Linker' (Gerard McGarry). At the bottom, there is a 'Recent Bookmarks' section with a list of bookmarks including 'Browser Suite For Developer...', 'Inside Facebook', 'Facebook', 'The Website...', and 'Cooking Light'.



# Фоксометрии (социлно маркиране с тагове)

## Everyone's bookmarks → related tags: food france paris restaurants shopping

showing 1 - 10 of 14

« previous | next »

[sofia :: restaurant | bar](#) save this

... saved by 2 people

[Bienvenue sur le site de LADURÉE](#) save this

to paris food france shopping restaurants ... [saved by 49 people](#)

[RESTAURANT REVIEW Sofia Restaurant Reviews](#) save this

... saved by 1 person

[The Russian Tea Room - Midtown West - New York Magazine Restaurant Guide](#) save this

... saved by 1 person

[sofia :: restaurant | bar](#) save this

... saved by 1 person

<http://www.restaurant-cactus.com> save this

... saved by 2 people

[Time Out BG](#) save this

... saved by 1 person

[Brasserie Sofia Restaurant Reviews](#) save this

... saved by 1 person

[Vratata - La porte Sofia Restaurant Reviews](#) save this

... saved by 1 person

one

of

14

## del.icio.us / search

[your bookmarks](#) | [your network](#) | [subscriptions](#) | [links for you](#) | [post](#)

Search results for **restaurant, san diego**

### Your bookmarks

No results found

### Everyone's bookmarks → related tags: sandiego food restaurant restaurants travel re

showing 1 - 10 of 382

« previous | next »

[San Diego Restaurants.com - San Diego dining guide](#) save this

to sandiego food restaurants restaurant california ... [saved by 20 people](#)

[San Diego Restaurants - Guide with Restaurant Coupons in San Diego, CA](#)

to restaurants sandiego food travel ... [saved by 9 people](#)

[The Linkery Restaurant: Real Food, Fine Wines, and Craft Beer in San Diego](#)

to san restaurant sandiego restaurants food ... [saved by 9 people](#)

[Google Maps](#) save this

to maps google map travel reference ... [saved by 11900 people](#)

[Yelp - Restaurant Reviews, Doctors, Bars, Salons, Dentists and More](#) save this

to reviews social food local restaurants ... [saved by 335 people](#)

[Los Angeles Area: Tips for Dining, Eating, and Food Shopping in the Greater Los Angeles Area \(including San Diego, Orange County and Malibu\) - Chowhound](#) save this

to food restaurants losangeles la reviews ... [saved by 27 people](#)

[Yelp - Restaurant Reviews, Doctors, Bars, Salons, Dentists and More](#) save this

to reviews community local social web2.0 ... [saved by 4015 people](#)

[RA Sushi Bar Restaurant Phoenix Scottsdale Tucson Arizona San Diego Chicago Las Vegas](#) save this

to restaurant ... [saved by 7 people](#)



# Машъпс

The screenshot shows a Google Maps search interface. The search bar contains 'hotel' and the location is set to 'Sofia'. The search results are displayed on the left side of the map, which shows an aerial view of Sofia, Bulgaria. The results include a sponsored link for Booking.com and three user-created content entries for hotels in Sofia.

**Google Maps** What e.g., "pizza" | hotel | Where e.g., "poughkeepsie" | Sofia | Search Businesses

Search the map | Find businesses | Get directions

Search Results | My Maps | Print | Map

**Sponsored Links**  
**Booking.com - Hotels**  
Over 35,000 European hotels online.  
Great rates. No reservation costs!  
[www.booking.com/Hotels](http://www.booking.com/Hotels)

**User-created content** New!  
Results 1-10 of about 163 for hotel near Sofia, София-град Bulgaria - [Modify search](#)

**A HOTEL**  
Малък хотел . Уют в центъра на София. За...  
...  
[Untitled Map - keyhole.com](#)

**B Hotel Moskva**  
Another big hotel in Sofia - Hotel Moskva (Moscow ). Currently being just "freshened up" it looks quite well. It is located right next to the Russian Embassy. ...  
[-GE4D8D.kmz - keyhole.com](#)

**C Hotel Central**  
Hotel Central is conveniently located in Sofia's central part, in near proximity to all key administrative buildings, banks, shopping centers, museums, ... Hotel ...  
[Athos Travel: Sofia - a-sofia.com](#)



# Ажакс

**ZAZZLE**  
infinite one-of-a-kind-ness

WHAT'S HOT | CATEGORIES | PARTICIPATE | CREATE

search  Go

## Welshly Arms T-shirt by clothing

★★★★★ (0 votes)

The perfect lovers getaway, if you dare enter the scolding waters of the hot tub.



### Basic T-Shirt

(info)

The classic heavyweight t-shirt. Tagless design for ultimate comfort. Pre-shrunk, 6.1 ounce 100% cotton. Double-needle stitched bottom and sleeve hems. Loose, classic fit, wears well on anyone.



starting at \$14.95

Mens Womens Kids Baby

All Classic Fashion Sport



Color: White



Size: Adult L (view size chart)

Adult S M L XL 2X 3X 4X 5X 6X Youth XS S M L

Qty: 1 (save in bulk)

\$14.95

Add to cart

Email this | Link to this | Add to favorites | Bookmark this | Report violation

Category: Humor, Sayings



# Докъде стигнахме по пътя към успеха?

1. До 85% от хората които искат да отидат някъде за да правят нещо
2. Тези хора, които ги интересува ТОЧНО НАШИЯ обект, а не този на съседа
3. До тези, с по-голямия джоб
4. До тези с отворените очи и уши, които не се плашат от думата "Източна Европа"
5. До тези, до които не могат да ни докарат нито националната телевизия, нито туристическите агенции.

С 1 изречене:

Това всичко е

**БЕЗПЛАТНО**