



HOSPITALITY SALES & MARKETING CONSORTIUM
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REPUTATION MANAGEMENT

What is your hotel's reputation, and does it matter?

Your hotel's reputation is the sum total of reviews, complaints and your Internet history. Newer booking engines are now compiling data from all other booking engines to create a comprehensive, industry wide reputation grade for hotels. And yes, that matters. **A LOT.**

How can I improve my hotel's reputation?

The best way to improve your property's reputation is to both aggressively respond to negative reviews, and to create a strategy to improve your reputation going forward. KJ Jordan Hospitality Sales & Marketing Consortium has the experience to assess your current needs and respond to them in a way that will elevate your online reputation.

Our online marketing efforts are based upon vast experience with social media, website strategy, search engine optimization and industry knowledge. We know what we're doing, we have been doing it for over 30 years.

Is there such a thing as a booking engine strategy?

Lots of property owners feel like they are at the mercy of booking engines, but nothing could be further from the truth. You can influence how booking engines treat you, how booking engine visitors see you, and much more.

Let us help you learn how to make booking engines work for you, instead of the other way around.

Why is KJ Jordan a better choice for me?

Other big hotel management companies generally try to force their clients into strategies that were successful for other clients. KJ Jordan Hospitality Sales & Marketing Consortium doesn't do that. We will listen to YOU, and tailor your strategy to your own unique needs.

We do exhaustive research about your property before we meet with you, so we will have the background to understand what you have to tell us. Our advice and strategies are based upon *your experience*, in addition to our own. Every hotel property is unique. We will advise you with that firmly in mind.

Convinced? Curious?

Give us the privilege of learning about your hotel so we can work with you to improve your online reputation, your property's appeal and your bottom line.

Call KJ Jordan at 757-725-3111, or email us at info@kjordan.com