

# SmartGuests.com Post-Renovation Checklists

## Marketing Check-list:

- Take new high resolution photos
- Update your website
- Update new photos on all websites including 3rd party booking channels
- Send local media/newspaper a [press release](#) about your renovations
- Update your photos on all social media
- Change your descriptions on all website to include “**Newly Renovated**” and explain the renovations.
- Create a video or virtual tour
- Enroll in [Google 360 Tour](#)
- Start a [blog](#) – Talk about your renovations
- Create a Facebook Business Page or create a [Facebook Ad](#)
- Update [Google Local/Places listing](#)
- Start pinning new photos on [Pinterest](#).
- Use [Twitter](#) to p your new rooms
- List your hotel on [Foursquare](#)
- Share on [Instagram](#) – before and after’s
- Use Google AdWords Express for local hyper search marketing
- Invite your CVB and Chamber of Commerce to see renovations
- Update your coupon books with new images and descriptions
- Create new business cards for every employee ([Remind Review Cards](#))
- Update rack cards
- Update sales brochures
- Create postcards
- Send an email to past guests, notifying them to return and enjoy the new look and feel.
- Inform your top corporate accounts of your remodel
- Put a digital frame with pictures of renovation at front desk

## Checklist to Boost Your Online Reputation - Ratings & Reviews

- Update your [TripAdvisor listing](#) with new photos and descriptions
- [Contact TripAdvisor](#) to let me know if you can start fresh because you’ve totally revamped your hotel
- Teach your team how to engage with guests during the check-in process
- Use [Reminder Review Cards](#) to make a personal connection and ask for reviews
- Create a Guest Recovery process.
- Incorporate [We Care Feedback Cards](#) into your checkout process to get direct feedback before the guest leave to ensure satisfaction.
- Remind your hotel guests to post a review with a [custom air freshener cards](#). It’s a token of your hotel’s appreciation and the scent will remind them to share a review.
- Use powerful post-stay email surveys as a final touchpoint in the review-getting process. Read more about our digital post-stay platform, [VerifiedGuests.](#)
- Dedicate resources and time to replying to all reviews

**Use tools to boost your online reviews and increase service scores.**

**Visit <http://www.smartguests.com>**