

Freebie

27 INSTAGRAM IDEAS

FOR MARKETING YOUR
BED AND BREAKFAST

TREMENTO

HOSPITALITY
MARKETING



The power of **INSTAGRAM**

Instagram is one of the most used social media platforms, especially popular among the millennials. That sounds like a good enough reason to dig into its game.

Besides uploading and sharing pictures, aspiring photographers use it to build their exclusive portfolios. Both international and local travelers often find their next destination through Instagram. A pretty picture can go a long way here! So, let's talk bed and breakfast Instagram Marketing, shall we?

I own a B&B, how can I use Instagram to my advantage?

Instagram has been widely used by the hospitality industry to attract guests by uploading (professionally shot) photos of hotels, B&Bs, inns, guest houses, and their facilities.

If you get it right, you can reach a lot of people. Attracting local and domestic travelers is now more important than ever, as people are in search of comfortable and well-maintained properties to stay over for their vacations or short trips nearby. Travel abroad will be less common this year.

Hence, as a Bed and Breakfast or a guest house owner, you should make use of the potentials of this social networking platform. The following tips can help you use Instagram to promote your property and attract new guests and visitors.



What do you stand for?

To really develop a strong branding strategy, we'd have to cover a whole lot more than what's listed below. However, these questions will help you to have a clear vision on the basics. We strongly recommend doing this quick exercise.

01. How would you describe your BnB to anyone else?

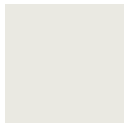
02. What do you want people to remember about your place?

03. How do you talk to your guests, as friends or more formal?

04. What things do your guests compliment you on the most?

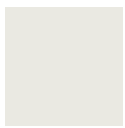
Follow these steps

Our guide to a successful B&B Instagram profile!



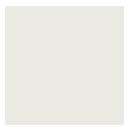
01. Respond on Time

Instagram rewards users who are active and respond to messages promptly. Being an interactive platform, you should always make it a point to respond to comments within 24 hours.



02. Make Your Guests Happy

Re-sharing pictures shared by your guests as your story makes them happy and popular at the same time.



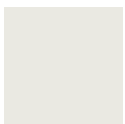
03. Select the Right Images

You should only be uploading pictures that are of high quality. In case you wish to share a low-resolution image and think it can be useful, share it as a story and not in your feed.



04. Highlights in Categories

Create highlights across different categories on your profile. A highlight is one of those 'categories' you can put at the top of your profile. It's basically a library where you can store Instagram Stories, meaning they'll still be available to view even after 24 hours (a normal Instagram Story disappears after 24 hours). It's a good idea to add custom highlights with useful content such as pictures of food, attractions in your area, events at your property, etc. You can add stories to your highlight when you post them or within 24 hours after you've posted them.



05. Stay Active With Your Updates

We recommend you publish a story daily on your IG story section. While doing so, double-check the hashtags to ensure they create meaningful engagement. You can add up to 10 hashtags in an Instagram Story. You do so by just typing in #theword, so for example #bedandbreakfast.



06. Increase Engagement

Want to increase engagement? Then post questions in your feed or story captions to interact with your audience. Even posts like: "Share Two Pictures of Sunset around Your Area via DM" or something similar works. You don't need to do this with every post, but try to ask a question at least 30% of the time.



07. Create Quality Captions

It's best to avoid controversial topics when creating captions. Make them informative, inspiring or inject a good amount of storytelling. Don't forget to perform spell checks before posting them. Are you struggling to come up with captions? Then be sure to become a member of the Tramento Tribe. As a member, coming up with new captions and posts will become a total breeze!



08. Come-up with IG contests

Highly useful to get new followers, you can collaborate with different influencers to host a giveaway or create your own IG contests.



09. Connect with other Locals

Following and sharing pictures posted by local photographers or visitors bolsters them. You can do so by adding hashtags like #MYCity, #OURDENVER, etc.



10. Start Interacting

Interacting with people following the hashtags that relate to your brand, can be a great way to promote your B&B. So leave comments on posts that use #bedandbreakfast, #inn, #guesthouse, #localtravel and so on.



11. Focus on quality and not quantity

We recommend posting high quality content instead of hundreds of mediocre images.



12. Resort to Active Commenting

Engaging and responding to each comment along with a question to develop a dialogue is also a good idea. Your rankings improve on Instagram if it remains an interactive account.



13. Create Strategic Hashtags

Incorporating only a few critical hashtags in your caption is recommended. However, you should use the entire quota of 20-30 hashtags by posting the rest in the comments section after posting the image. Do this immediately after posting the photo/video. Make sure to mix up hashtags every time, don't reuse the same ones over and over again. They have to be relevant to the picture. Instagram actually analyzes this. If you put in hashtags that have nothing to do with the picture (like #kimkardashian), then this will only harm the reach of your photo.



14. DO NOT Over Edit Your Photos

You can always use photo filters to enhance the quality of your image, but make sure you don't use them excessively. It may end up decreasing the quality of experience.



15. Have the Perfect Mix of Instagram Images

Uploading random images won't do any good to your Instagram profile. You need to have a good mix of images covering landscapes, people, videos, etc. Its always good to create a custom style and stick to a certain structure. The sequence of updates for each day can be set and make sure you strictly follow that once started.



16. Post Collages

Once in a while, you could share collages, but you should ensure the content is well grouped with a pleasing arrangement and color combination. They can effectively convey your message while appearing visually pleasing. If this doesn't really fit into the structure of your feed, then consider doing this in Instagram Stories.



17. Carefully Analyze Instagram Analytics

Analyzing your Instagram profile's analytics gives you a good idea about posts that get good likes and the ones that aren't popular amongst your followers. You should also check the kind of posts that brought in more engagement and interaction. It will give you a fair idea about the type of posts you should be doing and the ones you should be avoiding. Also: check the time your followers are most online to figure out the ideal posting time!



18. Less important things in your story, quality in your feed

As mentioned, less important or average quality images can be posted to your story. Doing so won't annoy your followers. Posting to your feed a couple of times a week should be enough to get more likes and attention. Make sure that you only post quality content to your feed!



19. Write a Compact BIO

Your Instagram Bio should highlight your business and should be short, having the essential details such as email, phone number, and web address. Also, ensure you are selecting the right category of your business while setting up the Instagram Profile. You can go for 'hotel', 'restaurant' but also 'bed and breakfast'! If you want feedback on your bio, then send us a DM on Instagram! We'd love to give you some tips. Find us at: [@trementhospitality](https://www.instagram.com/trementhospitality).



20. Collaborate Effectively within your Area

Having meaningful symbiotic partnerships and not paid collaborators can add significant benefits to your B&B. You should engage with your competitors and similar business owners by following each other's pages. Engaging with small shops or museums is an effective way to promote each other within your town.



21. Choose Your Tags & Hashtags Wisely

Both tags and hashtags help you reach people whom you don't know. Using it wisely while keeping your analytics in mind can make conversions much better. You also need to be sure that they are accessible and relevant to your niche. You could tag blogs in your posts or travel Instagram accounts. They might then repost your content, which will help to increase your reach. There are small feature accounts in many different categories. You could ask to be featured on [@findyourstay](https://www.instagram.com/findyourstay) or the town's/city's Instagram page. Just reach out to them!



22. Avoid Influencers or Buying Fake Followers

Be careful about influencers or companies selling fake likes. NEVER buy them. They will only harm your account. Go with organic promotions (a giveaway, a contest) and shares rather than paid services. However: paid advertising can be a good idea if you know what you're doing. If you need help with this, then make sure to become a member of the **Tremonto Tribe**, so we can help you.



23. Focus On Your Followers

If a person follows you, then consider following them back. Take a look at their most engaged followers (we teach you how to do this if you become a member of the [Tremonto Tribe](#)) and go through their accounts. People in their list can be potential customers and targets for your business. Start interacting with them to draw them to your profile.



24. Connect To Facebook

Cross-posting by linking your Facebook to the IG account makes you reach two platforms & customer segments at once.



25. Stay In-Line With the Changing World

Social media evolves every day, and you have to be well-aware of the changes to stay in-line with the updates. Checking analytics of each post helps in understanding how you have been doing. It's advised to keep evolving and adjust to the changing needs and requirements.



26. Schedule Posts

You can schedule the posts in advance by using free apps to ensure you remain active on Instagram, even if you are busy or on vacation. We teach you how to use Hootsuite, Later and Buffer in the [Tremonto Tribe](#). Questions on how to use these tools after watching our instructional videos? Then feel free to reach out.



27. Paid Advertising on Instagram

If you decide to boost a post (paid advertising), make sure you go through profiles of people who like your image. Follow them, give them likes on their pictures and study their profile. Leaving a comment can help in starting a conversation. These ideas will help in increasing the number of followers. However, we advise to not boost posts, but to create separate advertisements via **Facebook Business Manager** instead. This works much better.

Some more tips!

Use some of our favorite content ideas for your B&B



01. Show off your local area

Throw the spotlight on your local area. Share your favourite shop or (other) restaurant. Marketing your place as a destination is always a good idea, no matter what's going on in the world.



02. User Generated content

Repost a guest photo, show appreciation in the caption. Pick a photo that matches the style of your feed, use our templates or repost it on Instagram Stories! Show them some appreciation.

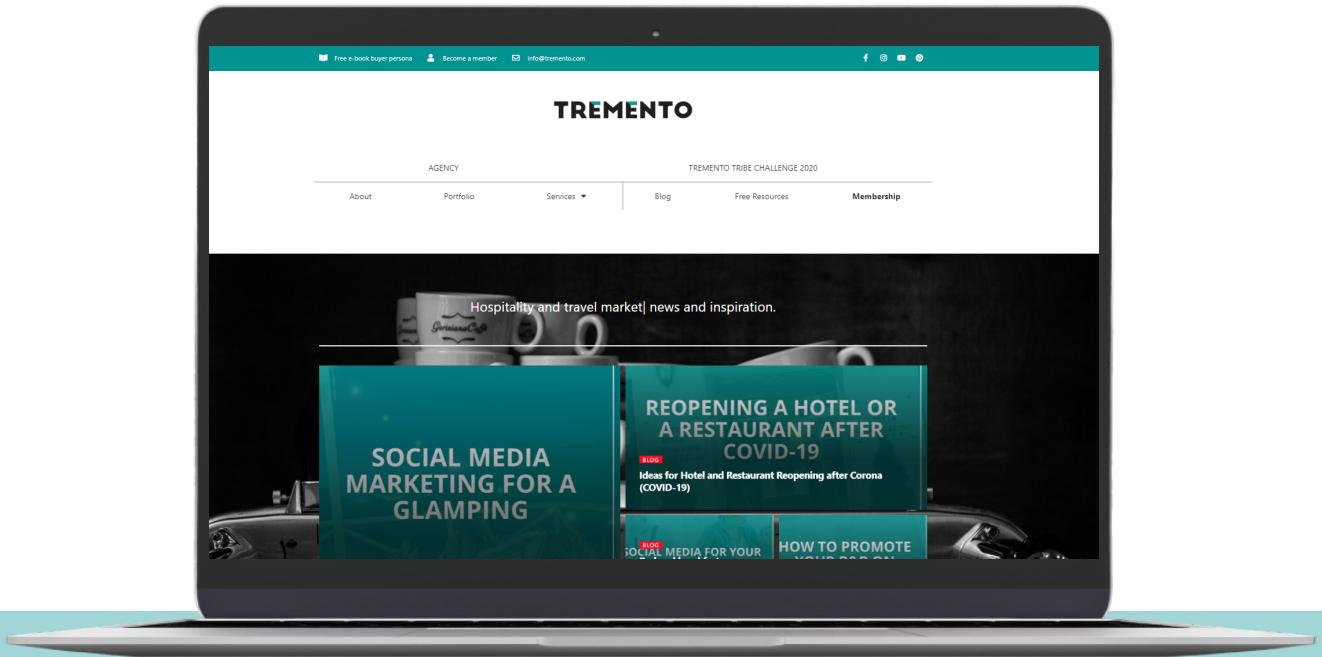


03. Get personal

Bring your (online) guests and fans into your life. Get personal, show behind-the-scenes and tell them how you got started in the first place. Photos from 'when we just opened' are great throw-backs!

Join the Tribe!

Have you heard of the **Tremento Tribe** already?



This is for (small) hospitality businesses who struggle coming up with:

- new content for your social media
- getting more likes, followers and engagement
- using online tools like canva.com, planning tools, and so on
- (paid) advertising and promotions, turning 'lookers' into 'bookers'

Join the Tribe!

For more information visit

WWW.TREMENTO.COM