

# Digital Marketing for the Hospitality Industry



Gazelle  
Communications

## Google Places

### Show you're open for Business Online

Google Places is one online tool no local business owner can afford to ignore.

This feature allows you to list the exact location and address of your business on a map which in turn enables potential customers to get precise directions to where you are rather than having to rely on a map or scribbled instructions.

A **Google Places listing** gives you an immediate edge when marketing to your local area. Not only does it show up high in search results, if properly optimised it can allow users to review your products and services. Simply being listed gives you a boost in rankings for your main website and therefore leads to more traffic.



In addition, there are options to include coupons, special offers, videos, images, opening hours and preferred payment methods within your Google Places listing. Having all this information in one place saves your customer time and therefore boosts both customer satisfaction and your own reputation.

With Google Maps also being visible on smartphones, Google Places is infinitely accessible 24/7, working for you to bring in more customers without you having to lift a finger.

Gazelle Communications (NI) specialise in Digital Marketing. We can create modern, slick, easy-to-navigate SEO compatible websites for the hospitality industry that won't break your budget.

**Hospitality  
Ulster**  
OFFICIAL PARTNER

[www.gazellecommunications.co.uk](http://www.gazellecommunications.co.uk)