

BUSINESS PERFORMANCE REPORT FOR MORGAN'S REST

Performance Item	Score	Researcher notes	Explanation
Do you have a downloadable brochure? How appealing is it?	10%	While the site seems to appeal to the sophisticated, discriminating traveler, there is no mention of who you are most catering to. By doing so you would form a stronger bond with that Target Customer.	We'll put together a brochure that highlights why you are unlike no other competitor. It will increase profits by appealing to your Target Customers.
How well defined are your products and services? Are they too broad? Too narrow?	100%	Superb offering of lodging. To increase revenues I might consider expanding into a minor complementary area. Doing so would also increase marketing visibility.	
Do you have a blog? Is it updated regularly? Is it informative and somewhat personal?	10%	A blog would be a nice touch. Visiting tourists would be charmed by your thoughts on events, local offerings. More importantly, few Inns have one, which would make you more appealing.	In our Performance Enhancement Strategy Your Social Media Shines, we'll examine what posts belong on your blog. The result will be a greater draw due to something to advertise, resulting in higher revenues.
Do you have a set of well-written Mission Statements, Corporate Mantras and Profile Statement appropriate to your industry?	40%	Morgan's Rest is in need of a Mission Statement. The profile is okay, but could use more emotional appeal.	In You Have a Set of Mission Statements we create everything you need. The result is higher revenues through greater recognition and Corporate Presence.
How is your Google ranking, both locally and within your county?	100%	You have a superb ranking on Google in a search for "Bed and Breakfasts Lexington MA". You can't do better than page 1!	
If appropriate, do you have an email or newsletter signup?	10%	While not strictly necessary, an occasional newsletter containing events in the area, seasonal specialties, and even personal thought (like recipes or decorating) would remind your visitors how much they'd enjoy another visit.	With Your Marketing Plan Excites Everyone, we first discuss whether you need one, and then we build one together, resulting in higher revenues through greater visibility.
How attractive is your website? Does it have a calendar of events, news, and product announcements?	100%	Your website appeals to what I think is your ideal Target Customer: the conservative discriminating traveler. I like it very much, particularly the way you itemize your amenities.	
How frequently do you add content to your website?	10%	There is no blog, calendar of events, news, or dated testimonials. The site is stagnant.	You Have a Website Campaign determines what content is most influential and results in an Editorial Calendar to tell you what to post to your site, and when. This increases your Google ranking and gives you something to advertise.
How persuasive are your sales scripts? Are they cliched? Too salesy?	100%	I love your scripts! Direct, yet emotional. Perfect appeal to your Target Customer Group, the sophisticated traveler. (I even saw the piano. Now I want to stay there myself and play it!).	
When was your last product announcement?	100%	Doesn't apply since you don't host special events.	
How strong is your presence on LinkedIn, Pinterest, Foursquare or other social media besides Facebook?	40%	While the lesser social media aren't that important, I'd like to see you on either LinkedIn or Pinterest. The more avenues you have the better the chances of attracting future visitors, especially to a destination location such as Lexington, MA.	Consumers research your credibility on LinkedIn. FourSquare brings social connection. Your Social Media Campaign Shines determines your best platforms and what to post on them. This results in higher revenues by reaching more customers.

How active are you on Facebook?	10%	I'm going to want to add a Facebook profile, photo, events, photos, upcoming events, and ideas for the holidays.	<i>Facebook is a fact of life for the consumer-oriented business. Posts need to be made with the timing, content and quality spot on. Our Social Media Campaign does just that.</i>
How strong is your Brand Image?	100%	Your Brand Image is fine: conservative, refined, clean and classy without being over-bearing.	
How substantial is your Corporate Presence? Do you appear the whale, or the tiny minnow in your industry?	100%	Your Corporate Presence is exactly what it should be. We don't want to appear large here, else we lose the Target Customer appeal. This is why, were there an expansion, you probably would keep the businesses separate from one another.	
Are you on Google Places? Where do you place?	100%	On Google Places you are #1. Can't do any better than that!	
What do your negative (and credible) Yelp reviews suggest for improvement?	100%	Your reviews on Yelp are superb. I want to stay there (even though my office is next door in Winchester).	
What do your Angie's List <u>reviews</u> suggest?	100%	Angie's doesn't apply here.	
What are your Yelp and Angie's List <u>ratings</u> ? Are there many of them?	100%	6 reviews and a 5-star rating. So terrific. Good job getting those reviews and even better job deserving 5-star ratings.	
Is your email address a dedicated domain?	100%	Yes you have a dedicated email domain.	
How do you compare to your competitors?	100%	You look sensational compared to other B&Bs in Lexington.	
How prepared is your business for expansion? Do you have most of your ducks in a row?	80%	Indeed I see expansion here. Either by owning a similar B&B in a similar town (like Peterboro) or by expanding into a complementary offering, which would need to be brainstormed.	
How unique are you in your industry?	100%	I think you've done a fine job of itemizing your amenities, implicitly comparing yourselves to competitors who don't do such itemization. This serves as identifying your unique strengths, and I like that.	

BUSINESS PERFORMANCE SCORE: 78% This is an **OUTSTANDING** rating for a business. It shows that you are doing a lot with what's available to build business presence. This level is a good stepping stone towards further growth, where your business transitions into a larger one, towards your grand vision. At this level we suggest expanding towards a strategic vision, such as product expansion, franchising, or acquisition.