

Brand Kit

September 20, 2018

Albergo Allegria Bed & Breakfast Hotel

Windham, NY

Your Brand Kit is an overview of how we're thinking of your business, brand, and voice.

Why we made this

We want to make sure you're on board with our vision for your online strategy, so we made this for you to see the direction we'd like to take. It's important to us that you're happy with it before we use it to publish anything on your pages.

What's inside

- Brand Analysis
- Content Preview
- Next Steps



Our ask of you:

Approve or provide feedback on your Brand Kit by giving me a call or sending me an email.

Amanda Hines

Account Manager

888-900-0920

help.mainstreethub.com

Brand Analysis

Here's our understanding of your brand based on what we learned about you on our call and our research of your business.

Business Name

Albergo Allegria Bed & Breakfast Hotel

Voice Brief

Set amidst the Catskill Mountains and named in Italian for the "inn of happiness", Albergo Allegria combines the classic charm of an inn with the modern amenities of a world-class hotel. Our welcoming Queen Anne Victorian is set in a quaint setting where guests can reconnect with themselves and nature. Rest in your well-appointed, comfortable room. Arise to the smell of a homemade gourmet breakfast. Step outside the front door and enjoy a wide variety of attractions and activities for every type of traveler. We'll always be happy to welcome you back to your home away from home.

Optimized Profile Image



Brand Colors



Brand Attributes


Hospitable	Eco conscious
Tranquil	Committed to quality
Personable	Remarkable value

Areas of Focus


- Create a branded Instagram presence
- Promote our hotel with an emphasis on romantic getaways
- Highlight our warm yet modern approach




Content Preview

Here's a preview of the unique content we'll be crafting on your behalf to extend your voice online.

**Albergo Allegría Bed & Breakfast Hotel**

Happiness is a comfortable place to lay your head after a day of adventures. #bnb




 Like  Comment  Share

**Albergo Allegría Bed & Breakfast Hotel**

We're always here to make sure your #getaway is as relaxing and romantic as can be.



 Like  Comment  Share




**Albergo Allegría Bed & Breakfast Hotel**


Your satisfaction has always been our top priority, and it always will be. #AlbergoAllegría

"Immaculate with beautiful rooms, incredible service, and a gourmet breakfast every morning. Our home away from home!"


Harry B. via Yelp




Albergo Allegría
Bed & Breakfast Hotel

 Like  Comment  Share

**Albergo Allegría Bed & Breakfast Hotel**

Fresh, handcrafted, and impossible to pass up. Breakfast is our middle name! #bedandbreakfast



 Like  Comment  Share

FEEL-GOOD

Emotionally connects consumers to your business

Feel-good posts are all about putting a smile on consumers' faces. By adding humorous, sentimental, or inspirational posts, we ensure that your online presence continues to engage consumers.



Albergo Allegrita Bed & Breakfast Hotel

Happiness is a comfortable place to lay your head after a day of adventures. #bnb



Like Comment Share

BUSINESS HIGHLIGHT

Highlights a unique characteristic of your business

The story behind your business is important to your consumers. These posts provide a deeper understanding of who you are and what you're all about in order to increase brand loyalty.



Albergo Allegria Bed & Breakfast Hotel

We're always here to make sure your #getaway is as relaxing and romantic as can be.



 Like


 Comment

 Share

TESTIMONIAL

Highlights a positive review from one of your consumers


Your consumers love you, and we want to make sure everyone knows it! Testimonials leverage positive word-of-mouth about your business to remind consumers why they should use your business.




**Albergo Allegria Bed & Breakfast Hotel**

Your satisfaction has always been our top priority, and it always will be. #AlbergoAllegria

"Immaculate with beautiful rooms, incredible service, and a gourmet breakfast every morning. Our home away from home!"

Harry B. via Yelp



 Like  Comment  Share

PRODUCT HIGHLIGHT

Highlights a product or service that your business offers

We want to keep the products and services that your business offers at the top of consumers' minds. These posts showcase your products and services to encourage consumers to visit.



Albergo Allegria Bed & Breakfast Hotel

Fresh, handcrafted, and impossible to pass up. Breakfast is our middle name! #bedandbreakfast



Like Comment Share

Thank you!

We want your feedback

[You can approve or provide feedback here.](#)

Next steps

After you approve your Brand Kit, we'll use it to...

- We'll update your pages
- We'll start posting content and responding to reviews
- You'll approve review responses
- We'll let you know when we need something!

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