



**Enable
making
reservations
via Facebook
in 5 MINS**



As a hotelier, your ultimate goal is to get visitors to make a reservation. If you have a booking engine on the hotel website, you can **transfer a user from Facebook directly to your online reservation system**.

This guide includes:

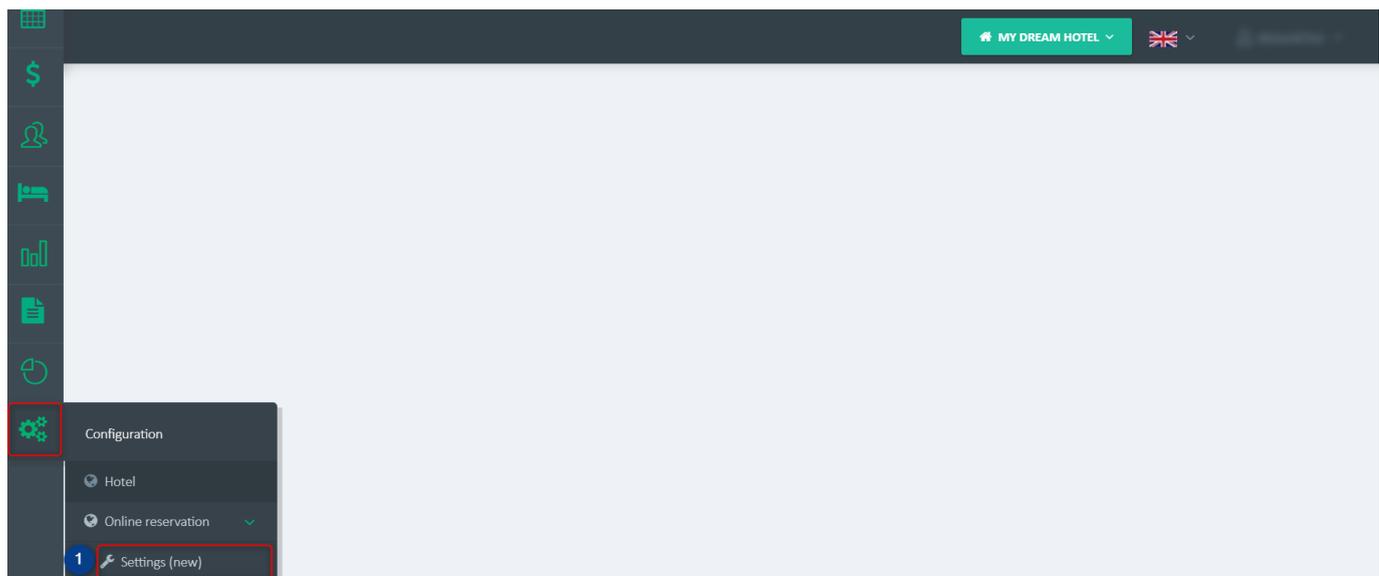
1. Where can you find a link to KWHotel Booking Engine?	2
2. Exemplary uses of the Booking Engine’s link	3
3. Placing the „Book now” button on Facebook	4

1. Where can you find a link to KWHotel Booking Engine?

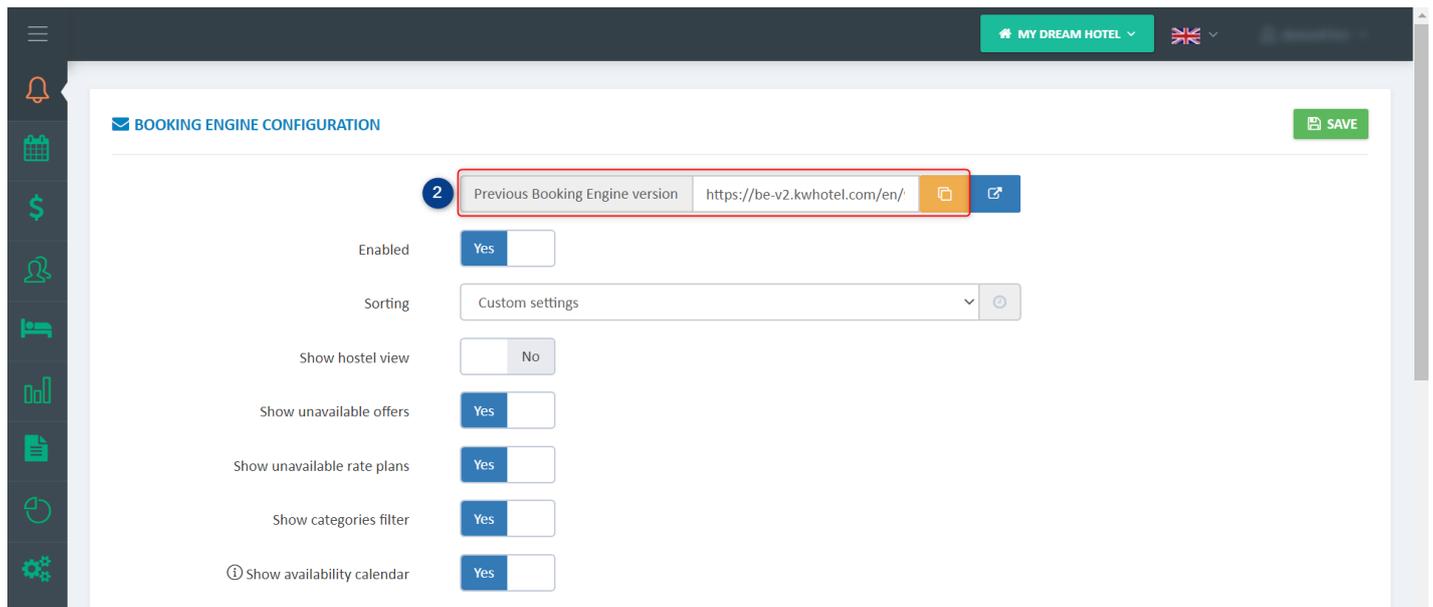
Link to KWHotel Booking Engine is located in your web panel (link [HERE](#)), in the „Administrator panel” tab. If you don’t remember your credentials, you can check them in your [Customer Panel](#) (Services >>> KWHotel Web).

Once you log in to your web panel:

Step 1. Go to **Configuration > Online reservation > Settings (new)**.



Step 2. Click the yellow button to copy link to your booking engine.



2. Exemplary uses of the Booking Engine's link

When you know the link to booking engine, you can do quite a lot.

Here are 5 examples:

- ✓ Mailing a reservation link to the guest interested in making a booking. For example, you can include a phrase "You can make a reservation **HERE**", select "HERE" with the mouse cursor and insert a hyperlink to the Booking Engine.
- ✓ Reservation link in your Google My Company listing. [HERE](#) 😊 you will find additional information.
- ✓ Placing a reservation link in the form of a "Book now" button on the hotel website.

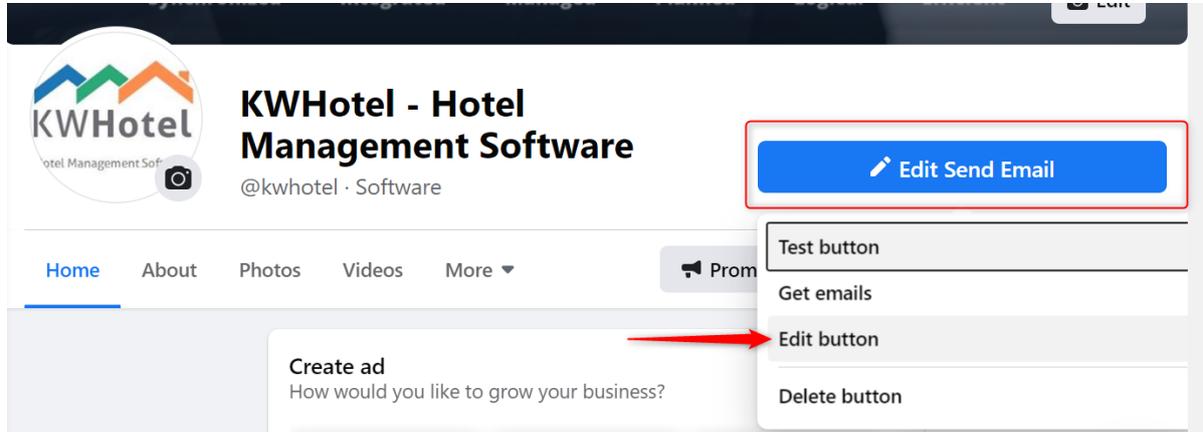
Here is an exemplary [implementation](#).

- ✓ Creating a discount code and sending it together with a booking engine link in the mailing campaign to existing guests. [See the discount codes manual](#) (section 4.4, bottom of the manual).
- ✓ Placing a reservation link in advertising materials (e.g. Facebook post, Instagram post, mailing, SMS marketing).

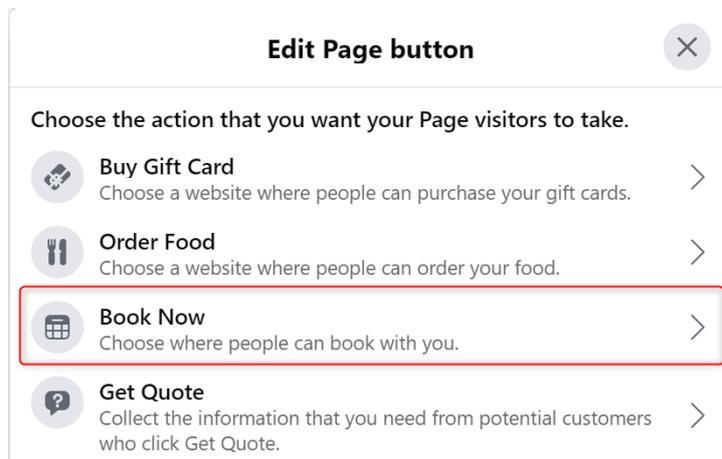
3. Placing the „Book now” button on Facebook

It's time to put the link on the hotel fanpage. First, make sure your Facebook account has fanpage editing rights. You should then see the "Edit" button.

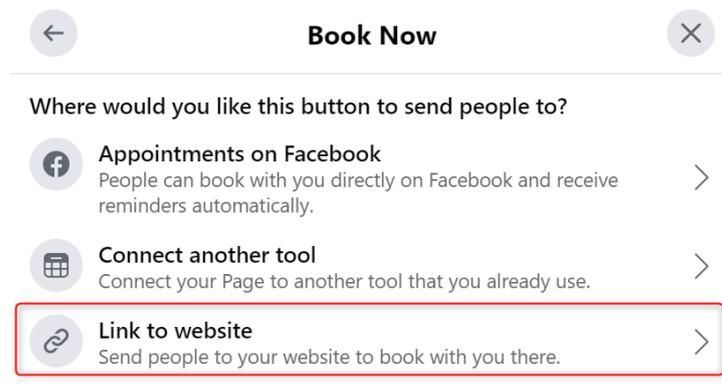
Click it and select "Edit button".



Click the „Book Now” button.



Click the „Link to website” button.



Time for the last step – copy the KWHotel Booking Engine link to this field and save changes.

You're all set! 😊

← **Book Now** ×

What website would you like to send people to when they click Book Now?

Website
<https://be-v2.kwhotel.com/en/9322e579e90d4eb591c3d6d5a0e> ✓

Cancel Save