



INTERNET MARKETING & WEB DESIGN
FOR THE HOTEL & LODGING INDUSTRIES

www.HoteleMarketing.com

According to the *Travel Association of America*, Americans will spend almost \$5 billion booking lodging accommodations online in 2003 and \$8 billion by 2006. Given this dramatic increase on online booking, the Internet has become one of the most powerful marketing channels available to the hospitality industry. Companies that leverage the power of the Internet will attract more customers, generate more sales and ultimately surpass their competition.

Who is Hotel eMarketing?

Hotel eMarketing is a full-service, digital marketing agency that specializes in promoting hotels and resorts online. We have worked with some of the world's leading hotels, vacation home rental companies, b&bs, inns, and convention and visitor bureaus. Our services include search engine promotion, Internet marketing, web design, e-brochure design and email marketing. The primary objective of these services is to assist lodging companies in attracting, persuading, converting and retaining more customers online.

Our Mission Statement

Our mission is to help our clients gain and maintain market leadership online by:

- Maximizing website visibility
- Increasing website traffic
- Converting lookers into bookers
- Maximizing return on investment

The Online Marketing Challenge

There are literally hundreds of ways to promote your hotel online, including traditional search engines, pay-per-click search engines, travel websites, tourism sites, lodging sites, global distribution systems...and the list goes on. The challenge of creating an effective online marketing strategy is sorting through all of your options and selecting the right marketing mix to achieve maximum visibility, customer conversion and return-on-investment.

What Makes Hotel eMarketing Different?

Industry Expertise – Our focus on the hospitality industry has given us specialized knowledge of the online travel space, which translates into expertise that can help you maximize the marketing power of your website.

Online Research – Our online marketing plans are based on a proprietary process we call RADAR: Research, Analyze, Decide, Act and Re-Act. By starting this process with research, we get a better understanding of how your customers search the Web and which websites they encounter along the way. Using this knowledge, we can create an intelligent, customized Internet marketing plan that will give you a distinct competitive advantage in your geographic market.

Conversion – Unlike most marketing firms that focus on “cool” design or flashy websites, we have taken online marketing to the next level by focusing on the most important function of your website - converting “lookers into bookers”. Our team of experts will work with you to make sure that your site is designed for the end user and will maximize conversion.

Return on Investment – The goal of marketing is to communicate a message to a specific target market, persuade that market to take action and do so in the most powerful and cost-effective manner possible. Hotel eMarketing can assist you in selecting the right marketing mix for promoting your hotel online and help you maximize your ROI in the Web.

Our Client List

If a client list is any indication of success, then Hotel eMarketing has made its mark on the hospitality industry. We have worked with well over 100 hotels and resorts in every category of the lodging industry from budget hotels to four star resorts. For a list of references, just give us a call.

- **Mobile Four Star, AAA Four Diamond Resorts** Inn of the Anasazi, Santa Fe, NM
- **Branded Hotels** Hilton Hotel, Hilton Head, SC
- **Independent Hotels** The Palms and National Hotel, South Beach Miami, FL
- **Budget Hotels** Wellesley Inn, Fort Lauderdale, FL



Hotel eMarketing provides two levels of online marketing consulting: Level one focuses on search engine visibility, while the second level delivers complete online market dominance utilizing search engines, global distribution systems, tourism sites, lodging sites and other "Internet doorways" to your website. Both of our online marketing plans are designed to help you select the right channel to send the right message to the right people at the right time for the right result.

Search Engine Plan (Level 1)

- **Keyword Research** Identify the keywords and keyphrases you need to find lodging in your geographic market
- **Website Optimization** Optimize your website so that it ranks high in search engines for the keywords and keyphrases that are most relevant to your business
- **Website Usability Audit** Provide detailed evaluation of your website and recommendations on design, navigation and content to help you convert "lookers into bookers"
- **Search Engine Submission** Submit your website to the top search engines and directories
- **Pay Per Click Marketing** Provide keyword research and an estimate of click through rates and marketing costs for submitting your site to the top pay per click search engines. PPC search engines provide the top three search results for AOL, Yahoo, MSN and other leading search engines via "sponsored listings"



Internet Marketing Plan (Level 2)

- **Includes Level 1 Services Above, Plus...**
- **Competitive Marketing Analysis** Provide a detailed inventory of where your competitors are located on the Web and close the "competitive marketing gap"
- **Online Research** Identify the tourism and lodging sites that perform best for your geographic region online

- **Vertical Marketing Plan** Recommendations to target specific segments of your target markets, such as:
 - Meeting Planners
 - Travel Agents
- **Comprehensive Online Marketing Plan** Implementation of an online marketing strategy utilizing the tourism and lodging sites that are best positioned in your geographic region and will provide the highest return on investment
 - Travel Websites
 - GDS Sites (Travelocity.com, etc)
 - Niche Lodging Sites
 - Regional Tourism Sites (CVBs, etc)
 - Activity Sites (Golf, skiing, etc)
 - Lifestyle Sites (Pet friendly, etc)
 - Discount Travel Sites
 - Lodging Directories
 - Info Sites (Yellow pages, etc)
 - Other (Newsgroups, etc)



Web Site Design

Creating a quality website requires more than web development skills. There are a broad range of tasks involved in building a quality site, including architecture design, graphic design, copywriting, search engine optimization and database implementation. Hotel eMarketing has specialists in each of these skill sets, so you get a website that is professionally designed, well written, search engine friendly, and more importantly, will convert “lookers into bookers”. For more information or samples of some of the sites we have designed, visit our website at HotelEMarketing.com.

Email Marketing

Whether you are trying to attract new customers or retain existing ones, email marketing is one of the most cost-effective tools available to the lodging industry. Hotel eMarketing can create a comprehensive email marketing strategy from in-house email collection, list purchase or rental, graphic design, copywriting and email broadcasts in text, AOL, HTML or rich media formats.

What Are the Benefits of Hiring Hotel eMarketing?

The goal of our marketing services is to maximize the visibility of your business online, drive more traffic to your website, convert more “lookers into bookers” and maximize your return on investment. So how does this mission translate into benefits for you and your business?

- Increased occupancy during the in-season and off-season
- Increased revenues
- Reduced print ad and direct mail expenses
- Enhanced brand awareness and exposure
- Distinct competitive advantage in your geographic market
- Maximum return on investment in your website

Next Steps...

For more information about Hotel eMarketing or a free evaluation of your website, please call us at 1-800-972-9427 or visit us online at HotelEMarketing.com.