

vision + VISIBILITY + energy



.....→  
a full service interactive marketing company



marketing strategies | design services | e-commerce solutions

Why put your online sales at risk?

## VIZERGY Partner Programs are Proven...

Pay-for-Performance



Social Marketing Tools

Industry Leading Reporting Platform

Expert Strategy Development

Award Winning Designs



Certified Search Marketing Experts

Integrated Web Presence Management

**VIZERGY®** has successfully developed Internet marketing and distribution strategies for over 3,000 major hotels and resorts, including major hotel brands, luxury hotel and resort brands, golf and spa resorts, hotel management companies, CVBs, franchisees and independents.

Our success helping hoteliers build their online presence in many hypercompetitive markets around the globe makes us confident we can help your hospitality company enjoy similar success.

Many of our **clients already generate 4-6 times higher Internet revenues** than the national averages. Our consulting services are implemented at minimal cost to you, with quick turnaround, utilizing sophisticated tools formerly available only to the major hospitality players.

### Who Needs Our Services

Our Marketing Services are specially designed to meet the needs and requirements of any lodging company worldwide:

- Major Hotel Brands, including Regional Hotel Brands
- Luxury & Boutique Hotels
- Resorts
- Branded Hotels and Franchisees
- Hotel Management Companies
- Independent Hotels
- Real Estate Companies (Resort and Residences)
- Apartment/Condo Developments
- Vacation Rental Companies
- Convention & Visitors Bureaus (CVBs)



## When Designing a Marketing Program - Your Goals Come First

Our Internet marketing programs cater specifically to your property's size and location. Whether you're a boutique, independent or branded hotel, we recommend marketing strategies based on your goals.

- Natural search marketing crafted by Google™ certified search engine specialists ensures more potential buyers visit your site instead of your competitors.
- Leverage social media, paid search and e-mail marketing campaigns with a targeted approach, offering greater control, measurable results and maximum online visibility.
- Professionally designed, high impact Websites built on our proprietary **Web World Publishing**™ System allows you to instantly manage content, launch promotions and reach and attract customers.



## We Know How Travelers Shop - and How to Convert Them

Known for over 10 years as search marketing experts and industry leaders, pioneering tools such as the powerful **SEO Super Reporter**® and **SECURE-RES**® **Reservation & Packaging System**, we use deep statistical analysis to ensure your sites move up in rankings, attracting the right customers.

- Booked over \$15 billion for clients just like you.
- Understanding the science, measuring the results and applying the strategies increases conversions and reduces abandonment.
- ROI centric strategies' generate more revenue from your most profitable sales channel.

## Extending Your Marketing Department with Our Dedicated Account Teams - Means You Have Search Marketing Experts on Your Side

Our seasoned account management teams work closely with you to understand your unique needs, competitive situation and customers.

- Award winning designers, Google certified marketing experts, in-house copywriters, professional certified programmers and top notch marketing analysts.
- Passionate professionals with the vision and energy to improve your visibility... that's **VIZERGY**.
- Your team and our team stay in touch to measure your Website's success and keep your marketing campaign focused on the right targets.

## Powerful Marketing Tools - Leave the Competition Behind

Building lasting success demands a foundation of experience and the best tools in the business. VIZERGY has developed leading edge tools that enable you to achieve your goals and quickly respond to a changing marketplace.

- **My Web World**® - Reputation monitoring at its best, gives you a single customizable access point to control your online success!
- **Web World Publishing**™ - Manage Website content instantly. This powerful application gives you control to upload new photos, promotions or add pages, all at the click of a mouse.
- **SEO Super Reporter**® - VIZERGY's world class reporting platform delivers the story of your success in an easy to read, actionable format!



Empowering Hotels & Resorts  
to Maximize the Internet

  
**vizergy**®  
Maximize Brand Visibility

## Performance You Can Measure

VIZERGY is only as successful as we make our clients. Here's what they had to say:

**"I was not sure what to expect with our search engine optimization for Miami Biscayne Bay Marriott, but the results have been phenomenal. If I had known we could gain results like these with VIZERGY, I would have budgeted for this campaign sooner."**

Pete Hayda | Director of Sales and Marketing | Miami Biscayne Bay Marriott

**"We're excited to have VIZERGY as our Internet marketing partner. Their customer service is grade A. The account management team understands our properties' goals and unique selling features, which makes a big difference in differentiating us from our competition. Additionally, the in house search marketing and design teams have streamlined the process, producing a significant revenue increase in only five months."**

Jonathan Reiss | Vice President of Sales and Operations | WNW Hospitality

**"As the marketing director for five Savannah inns, I want our Websites to be unique and appealing. VIZERGY has created attractive, user-friendly sites for us that are also strong revenue generators."**

Cindy Roberts | HLC Hotels | [www.BandBofSavannah.com](http://www.BandBofSavannah.com)

**"In August, we launched our new Website, built and hosted by VIZERGY, with a fully integrated search marketing program. We realized an immediate ROI. VIZERGY also provides an outstanding quarterly report with critical measurements of our Internet marketing activities."**

Kevin Thorpe | General Manager | Best Western, Dobson Ranch Inn



### When VIZERGY Speaks, People Listen

At VIZERGY, we're proud to employ some of the leading minds in the field of hospitality Internet marketing. And we're always willing to share our knowledge through our speakers bureau.

If you'd like one of our experienced industry authorities to address your meeting, conference or seminar, we'd be happy to accommodate.

### The VIZERGY Advantage

Get a competitive edge in today's complex hospitality marketplace, and empower your business with proven strategies to drive revenue and move market share. Contact us today to learn more about how we can help you maximize your most powerful sales channel of all - **the Internet**.

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