



**“Performance speaks for itself. Since launching the PPC campaign at our Clearwater Beach Marriott Suites on Sand Key, VIZERGY has exceeded our expectations in achieving a 16:1 ROI. We continue to be impressed with their quality of service and results.”**

Erika Ferenczak | eCommerce Manager  
Winegardner & Hammons, Inc.

To maximize your search engine visibility, pay-per-click advertising is essential. As an industry leader, VIZERGY has a more effective approach to this proven Internet marketing tool.


### What is Pay-Per-Click Advertising?

A cost-effective, strategic means of bringing targeted visitors to a Web site, Pay-Per-Click advertising is a key factor in driving traffic to your hotel’s site. VIZERGY’s program directs traffic to sites where potential guests will book reservations. You can ensure that your Web site receives the visibility and targeted visitors that lead to increased bookings by paying to appear in major search engines’ listings. All major search engines, such as Google and YAHOO!, provide listings on a per-bid basis. If you offer the highest bid for a specific keyword or phrase, your property will rank high in those paid listings.













### How it Works

VIZERGY utilizes proven software and proprietary methods to select keywords that give you maximum clicks at minimum costs, providing you with the optimal return on investment. We create a profile for you to determine keywords and phrases searched by your most profitable, potential customers. The process helps eliminate costs and provides the most productive keywords and phrases, thus giving you more for less. VIZERGY also helps assure that you are not paying in excess for your position on a search engine’s results page. Research indicates that the first three listings offer basically the same response rate, yet the top listing position often costs much more.

### Features

-  Paid Search Analysts with Single Focus on Hospitality Clients
-  Advanced Technology Platforms - Analytics and Tools to Maximize Use of Internet Channel with Powerful Reporting, Results Measurement and Tracking Capabilities
-  Dynamic Combination of Software Technologies & Industry Knowledge to Identify Highly Productive Keywords
-  Guaranteed Exposure for Top Producing/ Highest Conversion Key Words
-  Effective Management of Monthly Keyword Budget

### Benefits to You

-  Exceptional, Profitable Results Due to Specific Industry Focus
-  Connection with Customers at Point of Purchase
-  Improved Lead Development
-  Customized Campaign Development for Low Occupancy Months
-  High Measurable ROI; Ability for Real Time Monitor, Measure and Adjustment of Campaign Parameters
-  Ease of Strategic Deployment of Keywords Against Guest Market Segments
-  Improved Ability to Compete with Online Campaigns of Third Party Web Sites – Through Location-Based Keywords
-  Easy Access for Customers to Locate Your Site with Property-Based Keywords
-  More Premium First-Page Positioning with Demand Generator and Market- Based Keywords
-  Dramatically Improved Web Site Visibility Across Search Channels
-  Costs Control – Only Pay When Consumers Click on Your Site
-  Immediate Revenue Impact