



Open Yourself To Maximum Visibility.



## Maximizing Your Brand Visibility

You've known us for years as SECURE-RES, a pioneer in Internet marketing for the hospitality industry. **Today, we are Vizergy**, and we have redefined the **performance you can expect** from your most powerful sales channel—the Internet. By offering you **more effective selling tools**, Vizergy maximizes your brand visibility and financial performance.

We combine technology, **insight and creativity** with rigorous program management to create the industry's most effective online **marketing solutions**. What it means to you is **new products, tools and services** that translate into top performance on your bottom line.

## Total Solutions

Success in online marketing takes constant research and adjustment to make sure your online presence remains as strong as it can be in maximizing your brand visibility and profitability

Our **Total Solutions Programs** help your property rise to the top of the list when customers search for travel lodging. Available in three different levels, each program includes:

- Site hosting with updates
- RFP or CMP page to generate leads and capture valuable email addresses
- Paid-search (pay-per-click) advertising management
- Natural-search marketing (search-engine optimization)
- Vizergy's powerful Internet Booking Engine with a package module

## Web Development & Reservation Services



### Website Design and Development

Because no two clients are alike, we understand the need to work within practical budgets when creating websites. Our two packages allow each client to choose the solution that's right for them. The Essential Module combines powerful design features with remarkable value. And the Power Pack Module is, quite simply, the industry's most sophisticated statement of online marketing technology. Both packages include:

- Strong static and content-managed pages
- Leading-edge graphic components
- High-tech functionality, including Flash headers and button automation
- Customized listings of local attractions, dining and shopping

No matter which module you choose, you'll end up with enhanced visibility, intuitive navigation, advanced reporting tools, industry-leading search-engine performance and improved reservation capture.



### Reservation Services

The Vizergy Internet Booking Engine 3.0 gives you more power and flexibility than ever. It's an easy-to-use reservation system that lets you control your inventory, promotions and packages, all in one web-based platform.

Because our booking engine is entirely web-based, you have no software to install or update. Ever. And modules are available for standard packages, dynamic packages and negotiated rates.

With this powerful engine, customers can check rates and availability directly from your website, and you can customize content easily.





## Internet Marketing Services

### Paid-Search Advertising

Vizergy's paid-search marketing campaigns ensure that client websites are at the top of search results. Our paid-search specialists "bid" on strategically chosen keywords contained in your website. When potential customers search for accommodations in your area, a highlighted ad for your property appears at the top of the results page.

You pay a small fee only when a prospect clicks on your ad, which leads them directly to your website. Paid-search marketing is a targeted, cost-effective way to drive high-value customers to your site.

### Natural-Search Marketing

If your website isn't appearing at the top of your prospects' web-search results, you are virtually invisible. But with top-tier search results, customers are far more likely to choose your property when shopping online.

The most cost-effective way to improve site visibility is through natural-search marketing. At Vizergy, our search-engine optimization (SEO) experts use powerful software to develop high-value keywords for your demand generators. We then incorporate these keywords into your website, making it more searchable and enhancing visibility. Our natural-search marketing services increase site traffic and drive direct bookings while lowering lead acquisition costs for higher return on your investment.

### E-mail Marketing

The Vizergy e-mail marketing program is one of the most effective ways to communicate directly to high-value customers. Our specialists manage your

e-mail lists and distribute messages using the contact-management system. With this valuable tool, you can increase direct bookings and fill inventory during slower seasons.

The content editor makes it simple to add images, trackable links and more to your HTML e-mails. From one platform, users create content, manage lists, launch broadcasts and measure results.

### Advanced Analytics

The more you know about the performance of your Internet-marketing programs, the more power you have to optimize them. At Vizergy, we give you rapid, measurable and actionable feedback. In fact, no company delivers more comprehensive reports and insights into the competitive marketplace than Vizergy. Just one example is our SEO SUPER REPORTER.® It allows us to aggregate data from a wide range of sources, including behavioral information, reservation sources and direct APIs via Google and Yahoo. This allows us to report results quickly and modify campaigns to adjust for changing patterns.

### Optimized Press Releases

Travelers and travel journalists have at least one thing in common: a voracious appetite for information. To find it, they use search engines, news-search engines, news aggregators and more. And that's why Vizergy's press-release search optimization is so valuable. We have the expertise to optimize your releases to help your property achieve significant, measurable gains in brand visibility, website traffic and sales.

**The Vizergy Advantage** Our commitment to our clients is to give you a competitive edge in today's complex hospitality marketplace, empowering you 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.



## Performance You Can Measure

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

**"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 2006, 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

**"I have worked with Vizergy for almost a year now and have watched our reservations grow substantially. The booking engine modules for groups and packages have not only added value to the reservations system, but our guests love it."**

Laura Marshall | Yield Analyst | Banff Lodging Company

**"Vizergy provides us with the most robust and accurate tracking and reporting—at the end of each month I know exactly where all of my online reservations came from, the type of ROI I am getting from each channel and how to adjust my spending. I simply couldn't do it without Vizergy."**

Jerry Arnold | Comfort Inn | Cocoa Beach, Florida

**"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

**"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 Ferenchak | eCommerce Manager | Winegardner & Hammons, Inc.

