

Social Media Promos

Tourism Marketing

hotels, travel destinations & tourism companies



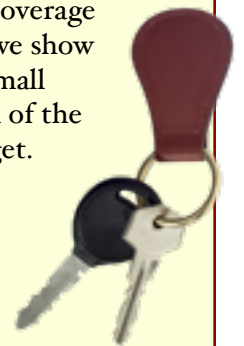
Specials Marketing combined with AXSES Social Marketing For Travel gives you coverage in several hundred channels including: Youtube and Video Sites, Bookmarks, Directories, Social Media, Blog Sites, Article Sites and Travel Directories. We publish your specials, your packages, your unique offers and your brand to your Facebook Reservations Page as well as the AXSES network and 100's of travel and to many more affiliate sites. We focus on your core values and your unique selling points to publish, animate, video blog and create a social index and let travelers find you!

AXSES technology and marketing system help you create the content that travellers seek: Travel reviews, tips, guides, personal accounts and travel shopping services. Travellers visit many shopping sites where they can compare, save and reserve options. They are looking for special deals and unique packages that they can book from the hotel and tourism supplier directly. Good content must be published across the Internet. AXSES systems allow us to broadcast your message to hundreds of site and add value to your brand.

Your key to success

AXSES, a pioneer in travel technology, social media and blogging, brings you another complete service that pumps your information and brand message out to hundreds of sites. Using RSS feeds and direct connect, your content and special promotions are syndicated to 1000's of travel sites that subscribe to RSS aggregators and our services. In turn many of the same sites have a following of travellers who subscribe to emails and updates. The coverage is vast. What we show here is just a small representation of the coverage you get.

AXSES INC



specials.arcRes.biz
facebook.arcres.biz

Specials Marketing/Advertising Channels

Once your information is loaded in arcRes is is immediately available to a large number of travel portals and channels. Some of these are our own marketing channels where we list the latest deals. Some are 3rd part special deals and promo sites like Craigslist. Some are Social Site and web 2.0 properties. arcRes special are also published as RSS feeds to the RSS aggregators who provide them to many travel ports. RSS feeds are also subscribed to directly by travelers and independent channels. These include:



a. arcRes Direct Submissions of Special and Packages

- Craigslist
- Twitter (VacationSpecialDeals)
- Facebook (VacationSpecialDeals)
- Caribbean-vacation-specials.com
- VacationSpecialDeals.com (features your property for one month)
- Romantic-Holiday-Destinations.com
Adventure-travel-Destinations.com (being moved to a new server)
- iPhone and Smartphones Travel Shopping Applications
- Web2.0 properties, articles and blogs

b. AXSES Network listing

- arcAds distribution & publishing network (Ezine and Web 2.0 properties where we place tourism advertisements)
- Syndicated to ezines and article sites like HubPages.com
- AXSES Affiliate network of sites like RealHolidays, CaribbeanHopping, TravelAgentRes and others where advertisers may be featured on a random basis.

c. arcRes Broadcast and Syndication

- 100s of independent travel sites using arcRes syndicated news and RSS Feeds (feeds will include your destination and property)
- The RSS feeds are send out by RSS

Subscribe at
<http://specials.arcRes.biz>

Video Blogging

Video is the foundation of our publishing to Social Media and Article Directories. We may write several articles which are published with this video. Articles are a catalyst to promoting your video and spreading your message and creating the social index. For more about video blogging, see

[TourismVideoBlogs.com](http://arcres.com/destination-marketing-video-blogging.cfm)

an AXSES site <http://arcres.com/destination-marketing-video-blogging.cfm>

We suggest you create a destination package (like a tour) for this custom marketing! One article will be made into a video, posted to youtube and submitted to video and web TV sites. The video will be posted to bookmarks, social media, blogs, travel article sites and travel directories:



Video Blogging via SocialMarketing4Travel.com

1. BoFunk.com
2. Dailymotion.com
3. eCorpTv.com
4. Esnips.com
5. Graspr.com
6. iviewtube.com
7. Kewego.com
8. MegaVideo.com
9. Myspace Videos
10. Photobucket.com
11. Sevenload.com
12. Veoh.com
13. Vimeo.com

Subscribe at
<http://specials.arcRes.biz>

Please provide the package details, and images (hi-res photos of your hotel, local attractions featured in your package, etc)

Article and Travel directories

We will create several articles based on the information provided about the package we market and info on your destination.

Expect to be listed in over 100 travel directories and have articles in several hundred sites.

Directories are added constantly - We use may PR5 sites. The objective is to get links to your site, help you get found on search engines and to provide information to travellers who search these sites. These are one way links which are favored by Google and search engines. The directories are important in building your back links, index and exposure.

An example is

<http://www.jam2007.com/index.php?search=travel> PR5

Google has depreciated directories over the years because they are "link sites" with little rich content. While standard directories still give back links, article directories with good original content are favored by Google and other search engines. We submit to a wide range of directories that link to travel stories, tips and articles on holidays, travel and tourism. The basic service covers directories with a page rank of less than 3.

An examples is

<http://directoryjam.com/> PR1

Optional services are also available for directories of PR3 or more. These include manually submissions, which can be made to <http://ezinearticles.com>, <http://searchwarp.com>, <http://www.xanga.com>, <http://bloghi.com>, <http://wetpaint.com>, <http://Hubpages.com>, <http://www.squidoo.com> and many more. Most of these can only be submitted to by accredited authors.

Social Media - Bookmarks, Blogs and Social Sites

These are the cornerstones of the social media. The bookmarks are like directories, but generally, they have higher social value. Used correctly, bookmarks, blogs and social sharing sites can greatly enhance the value of video, articles and all aspects of the marketing campaign. We constantly change and adjust our linking strategies and the sites we use to obtain best brand recognition and brand integrity. Listed below are an example of the major sites we work with at this time.

BOOKMARK SITES

1. Ambedo.com
2. Bibsonomy.org
3. Bizsugar.com
4. Bookmarks.yahoo.com
5. Bookmarktracker.com
6. Buzzflash.net
7. Chipmark.com
8. connotea.org
9. Del.icio.us
10. Dropjack.com
11. Folkd.com
12. Humsurfer.com
13. Jeqq.com
14. Oyax.com
15. Reddit.com
16. Startaid.com
17. Wirefan.com

BLOG SITES

1. Livejournal.com
2. Squidoo.com
3. Tumblr.com
4. SocialMarketing4Travel.com

SOCIAL SITES

1. Bebo.com
2. Brightkite.com
3. Friendfeed.com
4. GoogleBuzz
5. Identi.ca
6. Jaiku.com
7. Multiply.com
8. Ping.fm
9. Plaxo.com
10. Plurk.com
11. Posterous.com
12. Sokule.com

PRIORITY SOCIAL SITES

1. Facebook *
2. Twitter
3. LinkedIn

MOBILE

SmartphoneTraveller Applications:
Your specials are posted to our smartphone apps. Upgrade to a mobile website for advanced mobile marketing

* ArcRes Intergation Optional

FACEBOOK TRAVEL MARKETING & BRAND MANAGEMENT

AXSES Facebook Travel Marketing and Bookings Application, gives independent hotels, small chains, and B&Bs, the ability to take their marketing and promotion to the next level.

It boosts travel & hotel direct bookings and provides a simply and effective way to advertise brands and give customers the ability to get quotes, compare options and book right on Facebook page.

The arcResBookings app loads and manages your brand content, rates, rooms and photos, saving hotel staff a lot of time in setting up and maintaining good content on Facebook.

arcResBookings combined with special marketing helps you maintain your visibility on Facebook and consistently maintain your

competitive activity with up to the minuet specials and deals that keep your fans engaged and increase your revenue and direct bookings.



The Result

- More direct bookings
- Raving fans
- Sales leads
- Higher website traffic
- Increased online visibility
- Top of mind awareness



Get new customers & grow a loyal base

arcRes is a multipurpose tool; it is a booking engine, a central reservations system, a content management system, and a publishing/marketing system for social media, travel and tourism. It operates on many channel and platform including Mobile devices and Smartphones.

THE COMPLETE “WE DO IT FOR YOU PACKAGE”

The Complete Social Media and Brand Promotion package is available when you subscribe to any two of these arcRes media packages:

1. arcResBooking for Facebook,
2. arcRes Specials Marketing
3. arcRes Mobile marketing with smartphone traveller.

We suggest that you start with Special and Facebook. These two together will allow us to create a power Social Index for your brand.

The cost: \$50 setup and \$50 per month.
The first 90 day are Free.



Subscribe to mobile and you will have complete and dynamic marketing covering; Facebook, social indexing, video and article blogging, travel indexing and mobile communications.

Add \$25 per month First 3 months free (no set up fee if subscribed with 1 and 2)

Social Indexing, article and Video blogging is FREE with this package - A savings of at least 500\$

AXSES TRAVEL PROMOS & SOCIAL MEDIA MARKETING

Powered by arcRes Tourism Publishing Technology

HOTELS, TOURISM OPERATORS & DESTINATIONS

Interactive Advertising Publishing Distribution



Subscribe at
<http://specials.arcRes.biz>

SmartphoneTraveller | Special & Packages | Facebook | e-Commerce | POD

HOTEL & TOURISM MARKETING

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