

# SIE MARKETING



Party-Destinations.com

a SocialIndexEngine  
Brand Marketing Initiative

## SOCIALINDEXENGINE BRAND MARKETING

SocialIndexEngine  
Marketing Platform

## DOMINICA MARKETING EXAMPLE

Available on request

## PARTY-DESTINATIONS OPPORTUNITY

Limited, Exclusive  
Promotional Offer

# 2012 Unique Marketing Platform (SIE)

## **New Marketing Platform**

In 2012 we launched a new marketing platform called SocialIndexEngine.com (SIE). It is a unique proprietary solution combining our own travel marketing technology with new ways to use social media, articles, video, narrowcast and broadcast distribution.

Part of this is our proprietary publishing system that allows us to create vast footprints and high authority for our clients in any market.

We build strategic websites for each campaign, based on an open platform that is easy to use and widely available.

The websites are SocialIndexEngine optimized to achieve top ranking for the designated market. We have developed applications, widgets and techniques that create a highly effective marketing channel, tightly integrated with all our media and message initiatives.

A part of our SocialIndexEngine strategy involves integrated Press Releases that are planned to reinforce and to be reinforced by all the parts of our SIE campaign.

The SIE typically has over 50 interconnected parts which we may employ in a project.

## **Building Your Social Network**

We build SocialIndexEngine optimized networks as an exclusive authority channel for strategic communications and

marketing. We integrate clients own social sites like Facebook and Twitter with 30 or more video sites, bookmarks and social sharing sites linked together within the SocialIndexEngine publishing platform and technology.

All promotions, releases, video and blogs are automatically posted to these dedicated networks and across our own specialized networks as well as affiliated PR network and services.

The SIE platform includes our proprietary marketing applications, services and technology that help turn social sites into sales funnels that close more business. These include FanPagePosts and Booking Widgets which can be installed on mobile sites, WordPress sites and Facebook.

## **Massive Press Exposure to Broadcast Media and Online News**

We deploy intensive PR campaigns, connect to offline and online journalists and news sites.

Typically a PR campaign will touch thousands of influencers with deep multimedia content, crafted to build momentum and influence in conjunction with all parts of our SIE campaign. Press releases may be scheduled daily, weekly and monthly.

Online pickup is extensive, covering thousands of search indexed news, TV and online resources. Using SIE optimized video our releases are often picked up on TV stations.

## **Articles and Magazines**

With Google de-indexing private blog networks in March of 2012, and penalizing duplicate content; article marketing now requires considerable skill, knowledge and resources.

We now have a network of professional writers and systems for crafting effective original content and publishing it to reliable article sites. We do not use private blog networks and sites that are exclusively selling advertising, links or affiliate products.

Quality articles with video, magazines and authority blogs are much respected by search engines and have a substantial influence in marketing a destination. All our articles are writing to tight SIE principles.

## **Travel Blasts**

Travel Blasts have been a big part of our tourism marketing for many years. With our SIE arcRes Publishing Engine, we create promotions, specials and packages for clients which can be blasted out to over 1000 subscribers, travel sites, shopping sites and interested parties.

Specific promotions are hand crafted and used as advertising collateral on affiliated sites, independent travel portals and our own specialized campaign channels.

# Irrefutable Proof of Success

A typical SIE Press Campaign will have exposure to 30,000 users, be picked up by approx. 500 news outlets, including TV Broadcast media. The search engines will typically index 1000 pages related to a well timed and strategically executed SIE Press Campaign.

Press Releases do not happen in isolation, they are part of an overall campaign. They are coordinated with all article and video marketing, and promoted using the SocialIndexEngine networks and multiple channels on the internet.

The campaigns create thousands of timed mentions across multiple media. They are planned to provide sustained interest and attract niche markets over time.

We have successfully created many campaigns with significant and exceptional success. All have resulted in top position in search, increased exposure and more customers.

All case studies below have resulted in sustained page 1 position on the major search engines.

**1. Marigot Beach Club**  
Direct Bookings doubled and Google Page Rank went up from PR 3 to PR 4. Campaign included several blogs and Press Releases timed with 100 articles, several videos and Social Network Publishing. SIE bookings and travel blast were embedded on clients WordPress site and published to the travel blast network.

**2. Travel to Exotic Places.**  
#1 on Google. Several original videos and over 100 articles, Press Releases and videos have created a sustained #1 position on Google for this SIE optimized website.

**3. Bolivia.** 100 articles, 5 minute video on culture and landscapes. The SIE optimized website with holiday packages, mobile and social bookings, continues to be on page 1 of search results for the optimized terms.

**4. Party Destinations.** A Highly competitive Search term with over 300 million pages vying for top position. PR, Videos, SIE publishing and Travel Blast

moved this new site to page 1 in just 3 weeks after the launch (about 2 months of planning and preparation). The Campaign is ongoing with more SIE powered PR, articles, blogs and video scheduled for publication.

**5. BookingsDominica.com**  
Launched prior to SIE platform used components that are now integrated into a more comprehensive system. Resulted in 500,000 unique visitors in year 1. Articles, magazine and a dedicated YouTube channel perform well and the site is growing at a rate of 73% over the previous year.

**6. Barbados.org** - This is our flagship tourism site with over 3 million unique visits per annum. It is the most widely indexed site on Barbados and continues to out-perform all other sites.

The SIE system is elaborate. It contains 14 categories with about 50 points of delivery. Each point expands to multiple tactics. The system is outlined in our white paper at the top of [store.SocialIndexEngine.com](http://store.SocialIndexEngine.com).

In the works: <http://Adventure-Travel-Destinations.com>

# Marketing Proposal

## Exclusive Marketing Opportunities

The marketing will be very exclusive and limited to those we invite . So don't miss an opportunity in your travel niche. See our notes re what we have and where we go (below). We have assembled a few videos that help demonstrate some of the concepts. We will add more as we move forward.

## Tutorial and Newsletter

Do join these. The tutorials are being shared openly for the launch. Once we have a core of interest, the tutorial will not be distributed. We will still invite all interested parties to register as we plan to have 25 or more targets. We will invite only a few selected companies to participate in each market.

## The Benefit

This is a unique and proven system of publicity and promotion. We understand the travel marketplace and have great success with the very specialized approach we present here.

With our creativity and technology, Intimate will achieve top of mind position in its target markets.

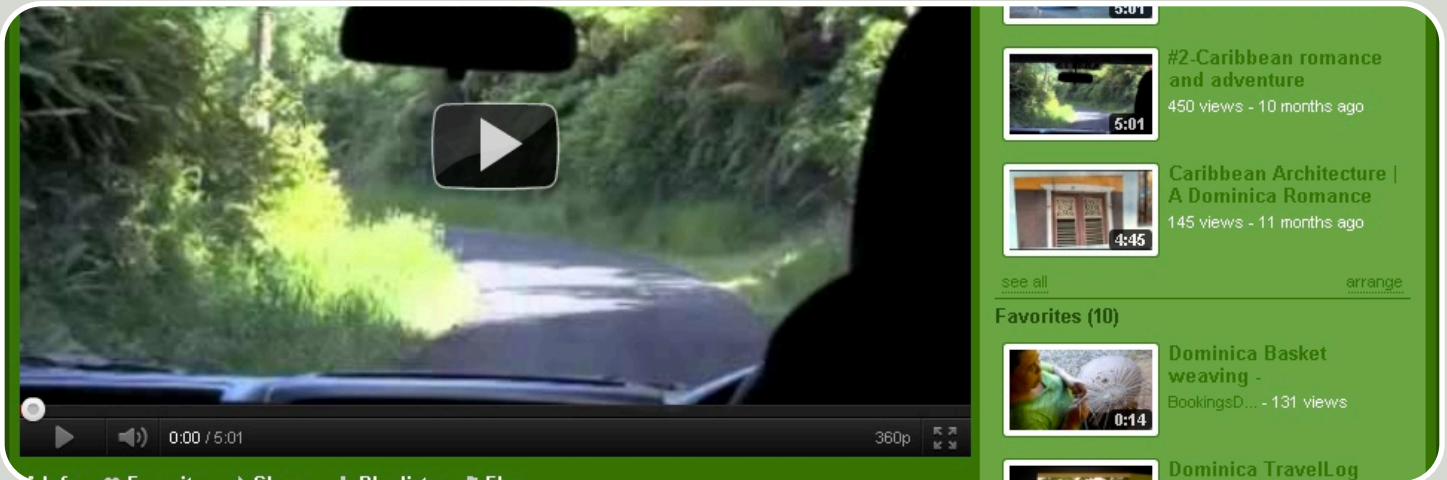
The SIE approach is flexible and can be configured and changed to accommodate any budget. It can be modified at will and re-oriented based on marketing conditions.

## Register to Reserve your Opportunity

Register now to be included in our invitations. Just go to <http://SocialIndexEngine.com>

The form is on the top right hand of most pages. Just enter your name, email, and the website you might like us to market with you. Sorry, but we must have a website and you can't register without it. We do need this and we will evaluate it in order to select our candidates.

# DOMINICA



## MARKETING DOMINICA - HIGHLIGHTS

BookingsDominica.com

Page Rank=4 (PR4)

500,000 Unique Visitors in 2011

30,000 Direct Visits to Hotel Members

Websites in 2011

Accomplished with videos, articles,  
content marketing & social indexing

April 2012

# PARTY TIME



World Top Party  
Destinations  
Marketing

## PARTY HOLIDAYS IN TOP DESTINATION RESORTS

*AXSES' latest tourism marketing initiative is the World Travel Site for the fun party crowd; <http://party-destinations.com>. The first edition features the St. Lawrence Gap and the hotels that have subscribed to AXSES SocialIndexEngine (SIE) Brand Marketing.*

*AXSES invites tourism operators, car rentals and*

*restaurants to participate in the program. Participants have one year of featured advertising and advertorial on the site, a video blast, blog a strategic press release, social indexing and ongoing promotion for a year.*

See>>>

[Party-Destinations.com/advertise](http://Party-Destinations.com/advertise)



**resorts, hotels, activities and tourism options in each destination are featured**

**AXSES**

**SocialIndexEngine.com**

Powered by arcRes/SIE  
Publishing Technology



**Interactive Advertising Publishing Distribution**

**Featured Promo**

<http://Party-destinations.com>

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

## **HOTEL & TOURISM MARKETING**

**Marketing  
Powered by  
AXSES' SIE  
Publishing**

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