

April 2012

# PARTY TIME



World Top Party  
Destinations  
Marketing

## PARTY HOLIDAYS IN TOP DESTINATIONS

*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. The Program provides selected co's with advertorials, video promotion, blogging and a high impact Press Release.*

*AXSES creates the video and blog, also publishing both to many sites to build your social index and search results. The video can also be displayed on the brand's own website and used in many other promotional options.*



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

# DESTINATION



Photos and Video Published

## What you get

1. a short advertorial on party destinations.com linking to your website directly
2. a short SIE video on your offer
3. an SIE blog with your video embedded in it
4. links directly to your website. Creates Search Engine Authority and direct leads
5. an SIE promo that will post your video to video site and our social media index network
6. a secondary SIE promo that will post your blog to the network
7. an SIE Press Release (PR)- typically our PRs are read by several thousand users and picked up by top media broadcasters

\*PR is Multimedia optimized with Photos, Video and SIE collateral.



# NICHE SITE

**Subscribers**

\* Email

First Name

Comments

\* = Required Field

**Get Instant Access**

## Online Costing & Reservations

Find the most appropriate rooms and have the total cost calculated real-time, then book or reserve - on-line, by fax, phone or email.

Arrival  
12 Mar 2012  
Nigh Adults Ages of Children  
7 1 ch 1 ch 2

**Get Quote/Check Availability**



SocialIndexEngine  
customized niche marketing  
website for your brand

## Optional - SIE\* Custom Website for Party Holidays

We can build your SIE\* landing page Website to create more authority, better search optimization and give you a better sales funnel and more bookings.

The new site is integrated with your own site and address such as partydestinations.youraddress.com or adventureholidays.youraddress.com

1. better search engine placement
2. SIE\* optimized website
3. SIE\* optimized booking engine
4. SIE\* lead capture and sales funnel
5. better conversion & more bookings

\* SIE: SocialIndexEngine is a proprietary technology by AXSES that combines travel marketing, content marketing with blogs, articles and video, across all channels including mobile, broadcast, narrowcast and social media to create viral powered brands. I

It is a complete social media management and brand marketing system that drives business directly to tourism companies.

<http://Party-Destinations.com> \*

<http://Adventure-Travel-Destinations.com> \*

<http://SocialindexEngine.com>

# PARTY PLACES



**We Build it,  
Manage it and  
Market it**

## Deal!

The real cost of each of the main 4 components is \$750 each (Video Blast, Blog Blast, PR Blast, Niche Advertising) \$3,000.00US. And this package contains several extras like separate promos of the video and blog and video for your own site.

**Value: \$3,000**  
**Plus ongoing website promotion**

**Just \$1,500 US**  
**limited time we are offer**

It is probably the best value for money you will find anywhere if you are interested in targeting a top travel markets.

**BUT HURRY!** Only a limited number of hotels, restaurants, car rentals, dive companies, sailing and tour operators are accepted and promoted in any one party location.

Check out our sites as we add them on [SocialindexEngine.com](http://SocialindexEngine.com) and contact us immediately to reserve your option.

**Feature  
your hotel top  
Destinations  
Promo**

# EXCLUSIVE OFFER



In this first stage of Party-Destinations SocialIndexEngine (SIE) Campaign, AXSES promotes Barbados' St. Lawrence Gap. We expect to add other island hot spots shortly.

In order to be fair to sponsors, the offer will always be somewhat exclusive and very limited. Party-Destinations will feature a few hotels and restaurants and a single activity of each kind in each location.

AXSES plans a series of videos for each campaign. Each will highlight some aspect of the destination. All will be about fun-filled holidays. There are many marketing segments and many keywords by which travelers will search for party holidays and fun vacations.

We thoroughly analyze which words and phrases are most searched for and by what demographic. We look at the competition and study their tactics. We also look at trends, which words are trending and by what geographic area. We evaluate our competitive edge, try to build a unique selling position and determine what tactics are required and which will have the best chance of successfully dominating search results.

From this we build a marketing strategy and build our video, articles, blogs, social platforms, networks and content accordingly.

Each promo, video and blog will be oriented to the search keywords and to specific demographics and budgets. As the marketing moves on to new locations, the process will be repeated. The project will create a premier website for each marketed destination, one that will rank on the first page of all search engines with relevant results.

This Content Marketing with videos, blogs and social media is the new form Search Engine Optimization.

[Party-Destinations.com](http://Party-Destinations.com) and [Adventure-Travel-Destinations.com](http://Adventure-Travel-Destinations.com) follows on the very successful launch of several [SIE\\*](http://SIE*) campaigns such as <http://Travel2ExoticPlaces.com>.

# AXSES TRAVEL PROMOS & SOCIAL MEDIA MARKETING

Powered by arcRes Tourism Publishing Technology

HOTELS, TOURISM OPERATORS & DESTINATIONS

**Interactive Advertising Publishing Distribution**



**Featured Promo**

<http://SocialIndexEngine.com>

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

## HOTEL & TOURISM MARKETING

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Publishing

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