

 E-Marketing

Drive Revenue - Online.

Permission Based Email Marketing

Email marketing is the most cost-effective way to acquire new customers, nurture brand loyalty and improve conversion rates.

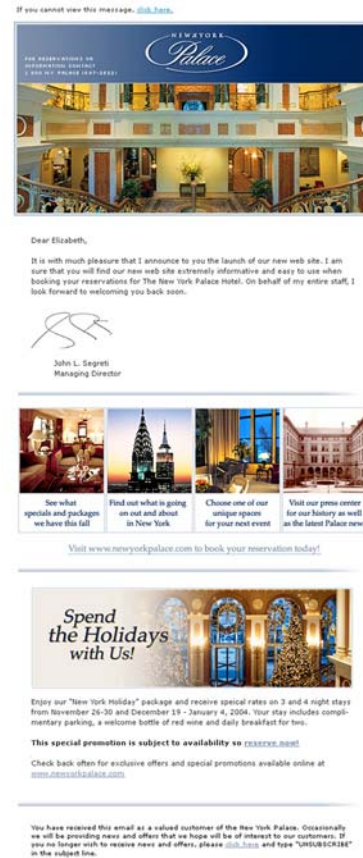
Email marketing is an essential component of establishing a direct-to-consumer distribution channel. It enables hotels and resorts to engage customers in powerful, personalized communications that increase conversions. It is a significant facet of today's multi-channel marketing model for customer acquisition, retention and relationship management.

Target

Unlocking the potential of your databases by profiling its contents is a vital step towards any successful email campaign. Our email platform enables you to target your segmentation effort in one execution by allowing dynamic messaging to be embedded into your emails, saving you time and money.

Deploy

Interactive Sites utilizes Double Clicks' DARTmail service to deploy all of our campaigns. Not only is this a world-class delivery platform, but thanks to their stellar ISP relationships, your message is "white-listed" ensuring higher deliverability rates. Execute your campaign safe in the knowledge that we are fully CANSPAM compliant.



“Interactive Sites has proven to be an invaluable asset in our initiatives to better service the guests of The New York Palace Hotel through the expanding technology of the internet.”

Isaac Gerstenzang
E-Marketing/ CRM Manager
New York Palace Hotel



Reporting

There's no need to wait for your reports!

Reports are available to you 24/7 right from your desktop or we can provide detailed reports for you. These reports provide the ability to track an unprecedented level of response data including HTML open rates, unique click-through identification, pass-along info and much more. We also provide the support necessary to analyze this data and strategize for future campaigns.

You have received this email as a valued customer of The Villas of Grand Cypress Golf Resort. Occasionally we will be providing news and offers that we hope will be of interest to you. If you no longer wish to receive news and offers, please [click here](#) and type "UNSUBSCRIBE" in the subject line.

Highlights

- Serves both as direct-response vehicle and branding tool
- Builds personalized and engaging relationship with prospects and customers
- Targets and entices recipients with relevant promotions
- Can act as a vehicle to move distressed inventory
- One of the least expensive forms of direct marketing available
- Serves dynamically generated messages into your emails based on recipient profiles
- Continually build and cleanse a high quality opt-in email database
- Tracks campaign results in real-time
- Scalable and reliable email execution platform
- Dedicated support team ensures the successful deployment of your campaigns

Key Features

- Full service deployment
- CANSPAM compliant
- Delivered via DARTmail
- Maximized delivery rates
- Targeting & personalization
- List management & hygiene
- Send AOL, text & HTML emails
- Real-time, in-depth reporting

Search Engine Optimization (SEO)

Increase incremental traffic, lower cost-per-acquisition and reduce your reliance on costly merchant models with a highly targeted search engine optimization strategy.

While consumer confidence in advertising is at an all-time low, confidence in search engines is growing. Search engines offer context and relevance to the user and have become a vital tool in navigating the internet. Forrester Research estimates that 80% of overall website visits begin in a search engine or directory.

SEO is the process by which you ensure your website has every legitimate opportunity for being ranked high for relevant terms to your business. Healthy natural search rankings are crucial in today's highly competitive hospitality industry. Our underlying objective when developing a customized natural search solution is the delivery of a relevant strategy aligned to your business goals while utilizing industry standard best-practices.

Interactive Sites has years of experience delivering thriving SEO strategies. Combined with our 'SEO friendly' Hands-On™ Web CMS, our clients benefit from increased targeted exposure that amplifies qualified traffic and reduces cost-per-acquisitions (CPA).

PhoCusWright forecasts that by 2006, 53% of hospitality revenues will be generated or influenced by the Internet

SEO forms the foundation of any successful direct distribution strategy.

Highlights

- Drive incremental traffic to your website
- Attract more qualified visitors
- Increase direct and in-direct conversion ratios
- Lower your online cost-per-acquisition ratios
- Reduce reliance on online travel agencies
- Increase local-market dominance against your competitors
- Provide a sustainable, long-term effective online marketing strategy
- Increase online visibility and awareness

About Interactive Sites

Interactive Sites is a leading developer of web-based products and solutions to the global hospitality industry.

For over 12 years, Interactive Sites has been dedicated to providing unrivaled web design and revenue generating products and services to more than 14,000 hotels, resorts and casinos worldwide. Our clients range from limited-service to the most luxurious hotels and resorts in the world – you're assured our range and depth of experience is unsurpassed.

Request a Proposal

To request a proposal from us, please call 480 707 1600. You can also email a request. Please send a brief description of the project you are tendering to the following address - sales@interactivesites.com.

Available Interactive Sites PDF Guides

- Hands-On™ Web CMS
- Group Business Applications
- Web Development
- E-Marketing

Locating Us



From Sky Harbor Airport

- Take the East Sky Harbor Blvd to the 202
- Go East on the 202 to the 101
- Go North on the 101 to Raintree
- Turn West onto Raintree
- Go past Hayden then turn right at the stop sign onto 78th Way
- Turn left at the second building on the left

From Northwest Valley

- Take the 101 East to Raintree
- Turn West onto Raintree
- Go past Hayden then turn right at the stop sign onto 78th Way
- Turn left at the second building on the left

From South West Valley

- Take the 60 West to the 101
- Go North on the 101 to Raintree
- Turn West onto Raintree
- Go past Hayden then turn right at the stop sign onto 78th Way
- Turn left at the second building on the left

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