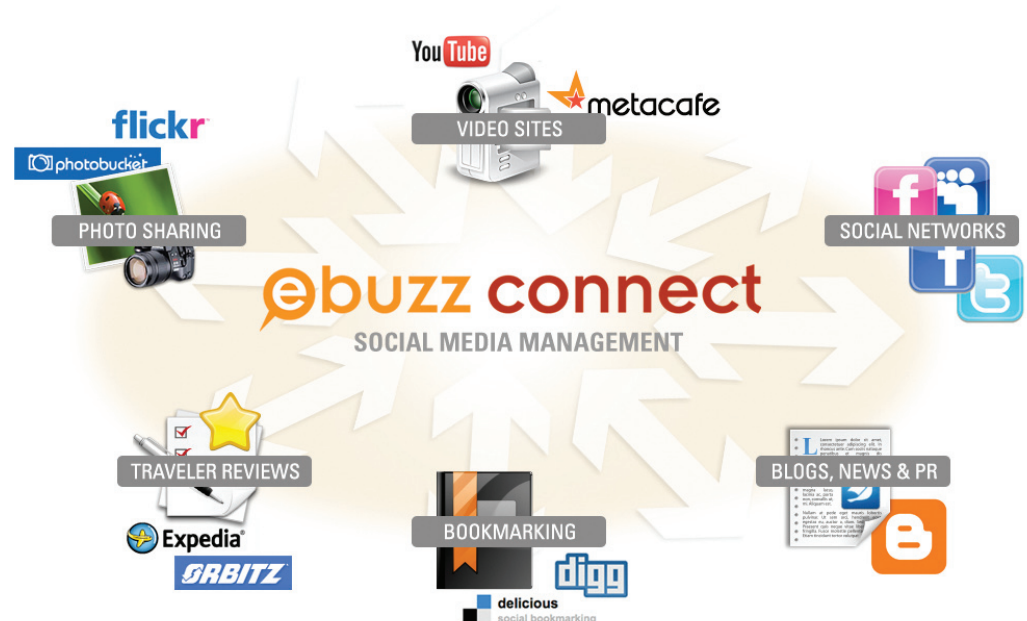


## Highlights

- Monitor and manage hotel's online reputation and social media marketing
- Reference guide for setting Social Media Marketing plans for hotels
- GMs Summary Report available on dashboard and for desktop delivery
- Flexible and powerful reporting
- Brand and group level reporting for multiple property summary
- Set and manage social media marketing goals
- Benchmark vs. competition
- Impact Index™ focuses on what's important 

## What is eBuzz Connect™?

eBuzz Connect™ is an online Social Media Management system for hotels, restaurants, and businesses to monitor and manage online reputation and their social media channels from an integrated single interface. The system enables hotels to respond to reviews and comments from the tool whenever channel offers capabilities for hotels to respond. In addition to Social Media channels, eBuzz Connect™ also monitors Online Travel Agency channels such as Expedia and Travelocity. Using eBuzz Connect, hotels can measure their performance vs. social media marketing goals and benchmark vs. their competitors.



## Milestone

Internet Marketing, Inc.

For more information about the product and company, visit our website [www.milestoneinternet.com](http://www.milestoneinternet.com) or call (888) 350-8396 or email: [sales@milestoneinternet.com](mailto:sales@milestoneinternet.com)

All trademarks used are properties of their respective owners.  
Copyright © 2009 Milestone Internet Marketing, Inc.  
All Rights Reserved.

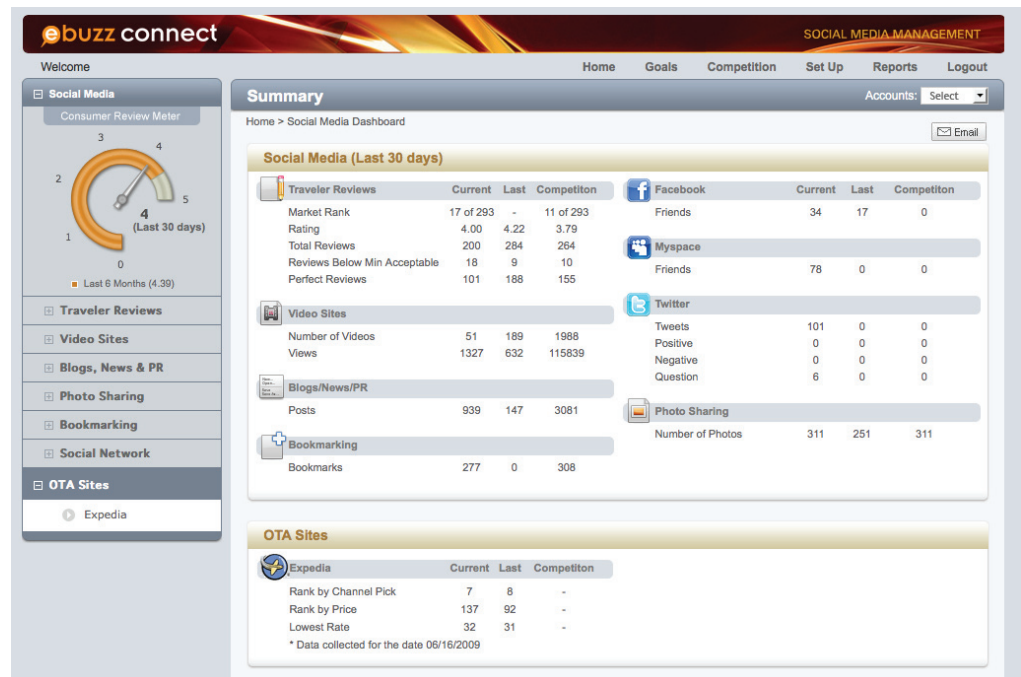
## Why eBuzz Connect™?

Social Media Marketing is the next frontier of "organic optimization." As Social Media sites continue to grow in popularity, it is important for hotels to include these channels in their online marketing strategies, especially references from these sites are considered important ranking factors by search engines. Additionally, positive reviews on Traveler Review websites result in higher conversion for the hotels as consumers feel more comfortable with their hotel purchase decision. Hotels that take advantage of this trend and put an effort in managing their online reputation are seeing significant benefits in terms of online placement and increased revenue.

Over the last few years, Milestone has collected substantial return on investment data from social media marketing efforts for several hotel industry clients (see Graviti™ for more information). eBuzz Connect™ is derived from the results of these marketing efforts and focuses on the social media channels found most effective for the hotel industry.

## Integrated Architecture

The system is designed as a central warehouse for collecting and storing data from multiple Web 2.0 and Social Media sites and the capability to present data to the user in easy-to-read dashboard reports. The architecture provides an easy to navigate social media dashboard with summarized reports segmented by the type of channel such as Travel Reviews, Blogs and News, Photo Sharing, Videos, Bookmarking, and Social Networks and easy ability to drill down into each of the channels.



## Key Features

### Converting Social Media to Profits

- Monitor, manage, respond (wherever possible) to reviews and comments on social media channels
- Monitor performance on OTA channels
- Reference Guide for Social Media Marketing - which channels to optimize and how to optimize
- Demystifies how hotels can maximize gains and track performance in social media channels

### Flexible and Powerful Reporting

- Actionable General Manager's Summary Report
- Dashboard view and desktop delivery
- Trend Analysis – data saved for up to 2 years
- Brand and group level reporting. Summarize reports by group or region, assign multiple user permissions

### Set and Manage Social Media Goals

- Benchmark performance of hotel on social media channels vs. pre-set goals. Goals can be relative to competitors or absolute goals. Track performance pre- and post- changes at the hotel (construction, management change, etc)

### Competition Monitoring

- Monitoring of performance vs. competition for up to 4 competitors

### Impact Index™

- Enables focus on important items. Sort by importance of reviews using Impact Index Rating

**Milestone**  
Internet Marketing, Inc.

For more information about the product and company, visit our website [www.milestoneinternet.com](http://www.milestoneinternet.com) or call (888) 350-8396 or email: [sales@milestoneinternet.com](mailto:sales@milestoneinternet.com)

All trademarks used are properties of their respective owners.  
Copyright © 2009 Milestone Internet Marketing, Inc.  
All Rights Reserved.