



# Internet Marketing Solutions for the Travel Industry

## About Milestone

**Milestone Internet Marketing, Inc.** is a full-service internet marketing company for the travel industry. We provide comprehensive solutions to the hospitality industry for developing powerful internet presence and driving revenue on the internet.

Founded as a marketing agency for the lodging industry, Milestone has been providing online marketing services to the hospitality industry since 1998. We have worked with several hundred lodging industry clients to market and promote their properties on the internet. Milestone is a preferred internet marketing vendor for several major hospitality brands and franchises. In addition to our business expertise, Milestone is highly regarded as an internet marketing educator for the lodging industry and conducts educational seminars on internet marketing for several major hotel brands and state associations.

At Milestone, our mission is to maximize the potential, performance, and positioning of individual clients through a results-driven service philosophy and visionary strategic thinking. We are inspired by the highest principles of integrity, honesty, commitment, and accountability in all of our endeavors and decisions.

## Our Solution Platforms

Milestone offers solutions for a wide range of customers in the lodging industry from luxury five-diamond resorts to mid-scale brands. For each client, solutions are tailored to meet their specific brand positioning, target markets, and budgets. Additionally, our strategies and services for the hotel industry are targeted for different platforms depending on the individual needs of our customers.

### Independent Website Design and Promotion

Milestone works with several hundred hotels and resorts on design and promotion of independent websites. Milestone is also a preferred vendor for several major lodging industry brands.

**Website Promotion on brand.com (brand hotels)** Milestone has developed preferred vendor relationships with major lodging industry brands to promote individual hotels on their brand.com websites. Our services include enhancing and promoting the individual hotel's property pages on brand.com website.

**Portals, Co-op, and Management Company Websites** Milestone has designed and promoted several websites for coops, management companies, and brands.

**Milestone**  
Internet Marketing, Inc.



## Our Products and Services

### Website Development

- Online Research & Strategy
- Search Engine Optimized Content
- Website Design
- Website Hosting

### Promotion

- Search Engine Optimization
- Organic Search Engine Promotion
- Strategic Link Building
- Pay-per-Click Marketing

### Return on Investment Tracking

- Website Analytics
- Phone Wizard Tracking
- Group RFP Tracker

### Web 2.0

- Blogs and RSS
- Podcasts
- Online Public Relations
- Mobile Websites
- Online Video
- Social Networking Sites

### E-Commerce Tools

- Net Manager Booking Engine
- Gift Certificates
- e-Survey
- e-Brochure
- e-Proposal

## Our Customers

Our customers range from large 5-star luxury resorts to mid-scale properties. Our products are customized and tailored for each segment depending on client needs. Milestone has customers in the following segments of the hospitality market:

### Luxury Resorts

Boutique Luxury

Boutique Mid-Scale

Upscale Branded

Mid-Scale Branded

Portals and Coops

### Brands

- Best Western International
- Choice Hotels
- Hilton Hotels
- Wyndham Worldwide

### Management Groups

Several of the top 100 management companies

## What our customers say?

□ Within 2 months after our site went live, we have booked \$36,000 of new business during the lowest season of the year. Prior to Milestone, our website sat idle and only being looked at for menus, pictures, and layouts when guests were prompted by our in-house staff to view these pages. Milestone generated traffic to our site via Google, Yahoo, etc., all without pay per clicks - in other words organically. We now have a powerful, new online marketing vehicle □

-- Peter Evenhuis, Director of Sales, Crowne Plaza  
San Francisco

# Milestone

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