



## Advanced Internet Marketing Strategies

### Key Features:

- Leading the hospitality industry's use of Web 2.0 strategies
- Innovative approach for developing lodging industry blogs with goal of promoting hotels
- RSS feeds for keyword-rich articles and press releases on your website
- Search engine optimized online videos and podcasts
- Mobile phone compatible websites
- Use of social networking channels to promote hotels
- Conducting Public Relations campaign on the internet

Milestone Internet Marketing, Inc. is a full-service internet marketing company for the travel and hospitality industry. We provide comprehensive solutions for developing powerful internet presence and driving revenue on the internet. Our advanced internet marketing solutions encompass a variety of Web 2.0 strategies including the following:

- Blogs and RSS Feeds
- Online Videos
- Podcasting
- Mobile Websites
- Social Networking

Milestone has taken some of the latest advancements and tools in search engine marketing technology and applied them to the lodging industry. These advancements range from developing lodging industry specific interactive websites called blogs to creating destination specific podcasts. All of our advanced search engine marketing products are derived from the same basic principles - conducting market research to determine target market segments, writing search engine optimized, keyword-rich content, and presenting the information to the universe in a searchable format.

### Blogs and RSS Feeds

A blog is essentially an interactive website that allows visitors to quickly post thoughts and comments. The biggest benefit of blogs is that the search engines get pinged every time there is new content posted on the blog. As a result, blogs that are frequently updated, result in a high level of search engine optimization. Milestone is among the first in the industry to develop destination specific blogs to promote hotels. In addition to developing blogs,

Milestone provides a comprehensive promotion program that involves socializing the blog with similar blogs in the market and providing ROI tracking.

RSS (Real Simple Syndication) feeds are a simple way to syndicate the content of your website on to other sites. Milestone's strategy includes creating RSS feeds for the most updated sections of your site, such as press releases, articles, blogs, etc. Milestone will submit your RSS feeds in to the most relevant RSS search engines and aggregators.

### Podcasting and Online Videos

The latest "it" factors on the internet are podcasts and online videos - the process of creating audio and video files and distributing that content on the web through RSS syndication or direct distribution. Milestone's services include: conceptualizing what should be distributed through the podcast or online video, full-service production, complete script writing, and effective promotion. Hotels can choose to promote time sensitive offers, hotel news, local events, local attractions, and destination specific events and news through a podcast or online video.

### Mobile Websites

Milestone will create mobile compatible websites for the ever increasing internet access from the handheld device. Mobile sites are developed using the latest mobile compatible technology.

### Social Networking

Milestone uses social networking sites to your advantage by promoting on social networking sites such as myspace.com, etc.