



**TRAVEL SPECIALS & PACKAGES ADVERTISING**

Publish your promotions with arcRes Travel Broadcast and niche marketing

**VIDEO, ARTICLE & TRAVEL BLOGGING**

Video and Articles are the Best way to promote your hotel and tourism brand

**SOCIAL MEDIA MARKETING & INDEXING**

Social indexing helps you get listed by the search engines and authority sites

# Social Media Promos

## Tourism Marketing

*Hotels, travel destinations & tourism companies*



Specials Marketing combined with AXSES Social Marketing For Travel gives you coverage in several hundred channels including: YouTube and Video Sites, Bookmarks, Directories, Social Media, Blog Sites, Article Sites and Travel Directories. We publish your specials, your packages, your unique offers and your brand to your Facebook Reservations Page as well as the AXSES network, 100s of travel sites and to many more affiliate sites. We focus on your core values and your unique selling points to publish, animate, blog and create a social index and let travellers find you!

AXSES technology and marketing system helps you create the content that travellers seek: Travel reviews, tips, guides, personal accounts and travel shopping services. Travellers visit many shopping sites where they can compare, save and reserve options. They are looking for special deals and unique packages that they can book from the hotel and tourism supplier directly. Good content must be published across the Internet. AXSES' systems allow us to broadcast your message to hundreds of site and add value to your brand.

### Your key to success

AXSES, a pioneer in travel technology, social media and blogging, brings you another complete service that pumps your information and brand message out to hundreds of sites. Using RSS feeds and Direct Connect, your content and special promotions are syndicated to 1000s of travel sites that subscribe to RSS aggregators and our services. In turn, many of the same sites have a following of travellers who subscribe to emails and updates. The coverage is vast. Included in this document is a representation of the coverage, services and options.

AXSES INC

[specials.arcRes.biz](http://specials.arcRes.biz)  
[facebook.arcRes.biz](http://facebook.arcRes.biz)  
[smartphones.arcRes.biz](http://smartphones.arcRes.biz)



## Specials Marketing/Advertising Channels

Once your information is loaded in arcRes it is immediately available to a large number of travel portals and channels. Some of these are our own marketing channels, where we list the latest deals. Some are 3rd party special deals and promo sites like Craigslist. Some are Social Sites and Web 2.0 properties. arcRes Specials are also published as RSS feeds to the RSS aggregators, who provide them to many travel ports. RSS feeds are also subscribed to directly by travellers and independent channels. These include:



### a. arcRes Direct Submissions of Special and Packages

- Craigslist
- Twitter (VacationSpecialDeals)
- Facebook (VacationSpecialDeals)
- [Caribbean-vacation-specials.com](http://Caribbean-vacation-specials.com)
- [VacationSpecialDeals.com](http://VacationSpecialDeals.com) (features your property for one month)
- [Romantic-Holiday-Destinations.com](http://Romantic-Holiday-Destinations.com)
- [Adventure-travel-Destinations.com](http://Adventure-travel-Destinations.com) (being moved to a new server)
- iPhone and Smartphones Travel Shopping Applications
- Web 2.0 properties, articles and blogs

### b. AXSES Network listing

- arcAds distribution & publishing network (Ezine and Web 2.0 properties where we place tourism advertisements)
- Syndicated to ezines and article sites like HubPages.com
- AXSES Affiliate network of sites like RealHolidays, CaribbeanHopping, TravelAgentRes and others, where advertisers may be featured on a random basis.

### c. arcRes Broadcast and Syndication

- 100s of independent travel sites using arcRes syndicated news and RSS Feeds (feeds will include your destination and property)
- The RSS feeds are send out by RSS

Subscribe at  
<http://specials.arcRes.biz>

## Video Blogging

Video is the foundation of our publishing to Social Media and Article Directories. We may write several articles which are published with this video. Articles are a catalyst to promoting your video, spreading your message and creating the social index. For more about video blogging, see

### [TourismVideoBlogs.com](http://TourismVideoBlogs.com)

an AXSES site <http://arcres.com/destination-marketing-video-blogging.cfm>

We suggest you create a destination package (like a tour) for this custom marketing! One article will be made into a video, posted to YouTube and submitted to Video and Web TV sites. The video will be posted to bookmarks, social media, blogs, travel article sites and travel directories:



### Video Blogging via SocialMarketing4Travel.com

1. [BoFunk.com](http://BoFunk.com)
2. [Dailymotion.com](http://Dailymotion.com)
3. [eCorpTv.com](http://eCorpTv.com)
4. [Esnips.com](http://Esnips.com)
5. [Graspr.com](http://Graspr.com)
6. [iviewtube.com](http://iviewtube.com)
7. [Kewego.com](http://Kewego.com)
8. [MegaVideo.com](http://MegaVideo.com)
9. [Myspace Videos](http://Myspace Videos)
10. [Photobucket.com](http://Photobucket.com)
11. [Sevenload.com](http://Sevenload.com)
12. [Veoh.com](http://Veoh.com)
13. [Vimeo.com](http://Vimeo.com)
14. [YouTube](http://YouTube.com)\*

\* Youtube is the strategic post - we embed this with article/blogs and post to bookmarks.

Please provide the package details, and images (hi-res photos of your hotel, local attractions featured in your package, etc)

Subscribe at  
<http://specials.arcRes.biz>

## Article and Travel Directories

We will create several articles based on the information provided about the package we market and information on your destination.

Expect to be listed in over 100 travel directories and have articles in several hundred sites.

**Directories are added constantly** - We use many PR5 sites. The objective is to get links to your site, help you get found on search engines and to provide information to travellers who search these sites. These are one-way links which are favoured by Google and other search engines. The directories are important for building your backlinks, index and exposure.

An example is

<http://www.jam2007.com/index.php?search=travel> PR5

**Article site for ranking** - Google has depreciated directories over the years because they are "link sites" with little rich content. While standard directories still give backlinks, article directories with good original content are favored by Google and other search engines. We submit to a wide range of directories that link to travel stories, tips and articles on holidays, travel and tourism. The basic service covers directories with a page rank of less than 3.

An example is

<http://directoryjam.com/> PR1

Optional services are also available for directories of PR3 or more. These include manual submissions, which can be made to <http://ezinearticles.com>, <http://searchwarp.com>, <http://www.xanga.com>, <http://bloghi.com>, <http://wetpaint.com>, <http://Hubpages.com>, <http://www.squidoo.com> and many more. Most of these can only be submitted to by accredited authors.

## Social Media - Bookmarks, Blogs and Social Sites

These are the cornerstones of the social media. The bookmarks are like directories, but generally, they have higher social value. Used correctly, bookmarks, blogs and social sharing sites can greatly enhance the value of video, articles and all aspects of the marketing campaign. We constantly change and adjust our linking strategies and the sites we use to obtain best brand recognition and brand integrity. Listed below are examples of some of the major sites we work with. The standard indexing services will create links to your site from our own network of social sites. We offer an optional service to create a set of custom profiles for your business.

### BOOKMARK SITES

1. [Ambedo.com](http://Ambedo.com)
2. [Bibsonomy.org](http://Bibsonomy.org)
3. [Bizsugar.com](http://Bizsugar.com)
4. [Bookmarks.yahoo.com](http://Bookmarks.yahoo.com)
5. [Bookmarktracker.com](http://Bookmarktracker.com)
6. [Buzzflash.net](http://Buzzflash.net)
7. [Chipmark.com](http://Chipmark.com)
8. [connotea.org](http://connotea.org)
9. [Del.icio.us](http://Del.icio.us)
10. [Dropjack.com](http://Dropjack.com)
11. [Folkd.com](http://Folkd.com)
12. [Humsurfer.com](http://Humsurfer.com)
13. [Jeqq.com](http://Jeqq.com)
14. [Oyax.com](http://Oyax.com)
15. [Reddit.com](http://Reddit.com)
16. [Startaid.com](http://Startaid.com)
17. [Wirefan.com](http://Wirefan.com)

### BLOG SITES

1. [Livejournal.com](http://Livejournal.com)
2. [Squidoo.com](http://Squidoo.com)
3. [Tumblr.com](http://Tumblr.com)
4. [SocialMarketing4Travel.com](http://SocialMarketing4Travel.com)

### SOCIAL SITES

1. [Bebo.com](http://Bebo.com)
2. [Brightkite.com](http://Brightkite.com)
3. [Friendfeed.com](http://Friendfeed.com)
4. [GoogleBuzz](http://GoogleBuzz)
5. [Identi.ca](http://Identi.ca)
6. [Jaiku.com](http://Jaiku.com)
7. [Multiply.com](http://Multiply.com)
8. [Ping.fm](http://Ping.fm)
9. [Plaxo.com](http://Plaxo.com)
10. [Plurk.com](http://Plurk.com)
11. [Posterous.com](http://Posterous.com)
12. [Sokule.com](http://Sokule.com)

### PRIORITY SOCIAL SITES

1. Facebook \*
2. Twitter
3. LinkedIn

### MOBILE

SmartphoneTraveller Applications:  
Your specials are posted to our smartphone apps. Upgrade to a mobile website for advanced mobile marketing

\*arcRes Integration Optional

Sites listed may change at any time.

**FACEBOOK TRAVEL MARKETING & BRAND MANAGEMENT**

AXSES Facebook Travel Marketing and Bookings Application, gives independent hotels, small chains, and B&Bs, the ability to take their marketing and promotion to the next level.

It boosts travel & hotel direct bookings and provides a simply and effective way to advertise brands and give customers the ability to get quotes, compare options and book right on Facebook page.

The arcResBookings app loads and manages your brand content, rates, rooms and photos, saving hotel staff a lot of time in setting up and maintaining good content on Facebook.

arcResBookings combined with special marketing helps you maintain your visibility on Facebook and consistently maintain your

competitive activity with up-to-the minute specials and deals that keep your Fans engaged and increase your revenue and direct bookings.



[facebook.arcRes.biz](http://facebook.arcRes.biz)

**The Result**

More direct bookings

Raving fans

Sales leads

Higher website traffic

Increased online visibility

Top of mind awareness



Get new customers & grow a loyal base

arcRes is a multi-purpose tool; it is a booking engine, a central reservations system, a content management system, and a publishing/marketing system for social media, travel and tourism. It operates on many channels and platforms, including Mobile devices and Smartphones.

**THE COMPLETE "WE DO IT FOR YOU PACKAGE"**

The Complete Social Media and Brand Promotion package is available when you subscribe to any two of these arcRes media packages:

- 1. arcResBookings for Facebook,**
- 2. arcRes Specials Marketing**
- 3. arcRes Mobile marketing with SmartphoneTraveller.**

We suggest that you start with Specials and Facebook. These two will allow us to create a powerful Social Index for your brand.

The cost: \$50 US setup and \$25 per month, each. The first 90 days are Free.

Social Indexing, Article and Video blogging ect, are FREE with this package. A savings of at least \$250US



Subscribe to mobile to have a complete social platform. You will have complete and dynamic marketing coverage; Facebook, social indexing, video and article blogging, travel indexing and mobile communications.

**No Setup Fee if subscribed with Specials and Facebook**

**First 3 months free**

**\$25 US monthly after 90 days**

[SmartphoneTraveller.com](http://SmartphoneTraveller.com)



# AXSES TRAVEL PROMOS & SOCIAL MEDIA MARKETING

Powered by arcRes Tourism Publishing Technology

HOTELS, TOURISM OPERATORS & DESTINATIONS

**Interactive Advertising Publishing Distribution**



Subscribe at  
<http://specials.arcRes.biz>

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## HOTEL & TOURISM MARKETING

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