

# EXCEPTIONAL INTERNET MARKETING NO MATTER WHERE THE DESTINATION.



## COMPANY OVERVIEW

The L.E.T. Group is the leading provider of hotel internet marketing for the hospitality and travel industry. We provide hotels with an all-inclusive internet marketing package including eye catching website designs and exclusive search engine optimization and marketing techniques, all designed to increase your direct online reservations.

Our Hotel Internet Marketing Services include:

- Hotel Website Design, Development, Hosting & Management
- Search Engine Optimization & Marketing
- Hotel Pay Per Click Marketing
- Hotel Email Marketing
- Hotel Photography, Virtual Tours & Video
- Hotel Internet Sales Training & Consulting

The L.E.T. Group currently provides hotel internet marketing services to more than 65 top hotel management companies with over 900 hotels currently online.

### Top Hotel Companies

*(Partial list, visit our [letgroup.com](http://letgroup.com) client page for additional examples)*

- Vista Host
- Alliance Hospitality Management
- Arlington Hospitality
- Montclair Hotel Investors
- Baney Corporation
- B.F. Saul Hotel Division
- Charter One Hotels
- Cooper Hotels
- Bricton Group
- Hart Hotels
- Sunburst Hospitality
- OTO Developments
- MMI Hotel Division
- Noble Investment
- North Central Management
- Northwest Hospitality Group
- Raymond Management
- Regency Hotel Management
- Long Island Hotels
- Sound Hospitality
- Dimension Development
- Pacifica Hotels

**Better Visibility.**

**Direct Booking.**

**Larger Profits.**

**L.E.T. GROUP**  
INTERNET MARKETING

### Website Design Samples

*(Partial list, visit [letgroup.com](http://letgroup.com) for additional examples)*

- [www.custerresorts.com](http://www.custerresorts.com)
- [www.hotelschaumburg.com](http://www.hotelschaumburg.com)
- [www.hamptonmilwaukee.com](http://www.hamptonmilwaukee.com)
- [www.ashleyinn.net](http://www.ashleyinn.net)
- [www.palmbayclub.com](http://www.palmbayclub.com)
- [www.portlandharborhotel.com](http://www.portlandharborhotel.com)
- [www.courtyardkansascity.com](http://www.courtyardkansascity.com)
- [www.oxfordsuites.com](http://www.oxfordsuites.com)
- [www.comfortsuitesorlando.com](http://www.comfortsuitesorlando.com)

## PRODUCT & SERVICES

### Website Design, Development & Hosting

Our website solutions are designed to be easy to use, quick to download, and most importantly easy for guests to find on the search engines. Our new proprietary website management tools insure that your hotel website has the latest technology. When new features are developed, we automatically add them to your website, at no additional cost.

Our solution includes:

- Domain Name Registration
- Keyword Research
- Design & Development
- Content & Meta Tag Search Engine Optimization

### Website Management & Support

Our unique website management tools enable real-time website text and picture updates without the need for any technical assistance to ensure that your website remains current and accurate. It is simple, secure and easy-to-use.

Our solution includes:

- Edit Content & Pictures in Real-Time
- Exclusive Event Marketing Tools
- Add Specials & Packages
- Add Sales Documents or Brochures in PDF format
- Interactive Calendar
- Add Additional Pages Instantly to target key demand generators on the search engines

### Search Engine Optimization

L.E.T. Group includes a highly focused and comprehensive search engine optimization program to ensure that your website will be highly ranked in the major search engines. We optimize individual website pages to target specific market segments to increase search engine visibility. Our goal is to

have your website listed in the top positions of major search engines to leverage the amount of traffic your website receives.

Our solution includes:

- Competitive Analysis and Strategic Planning
- Keyword Targeting
- Web Page Optimization
- Meta Tag Optimization
- Traffic & Statistical reporting

### Hotel Pay-Per-Click Marketing

Search Engine Advertising is an extremely cost-effective way for targeting qualified traffic and delivering them to your hotel website. This unique form of search engine advertising means that your hotel website can be guaranteed to appear in the top results on Google, Yahoo the Internet Yellow Pages and more. You determine a monthly budget, and only pay when someone clicks on your search engine ad.

Our solution includes:

- **Low Cost** - No large management fees added to your monthly advertising budget.
- **Save time** - Patent pending pay-per-click management systems automatically manage and optimize your search engine ad campaign across the major search engines including Google, Yahoo, and the internet Yellow Pages from one single technology platform.
- **Better Visibility** - Technology automatically determines and selects the best keywords for your ad campaign and optimizes your ad placement on the major search engines for the best return on investment.



Website Design, Development & Hosting  
Website Management & Support  
Search Engine Optimization  
Hotel Pay-Per-Click Marketing  
E-mail Marketing System  
360 Degree Virtual Tours  
Professional Website Audio Voiceovers

- **Better Reporting & Tracking** - Advanced campaign reports are emailed daily to your hotel daily and include the number of ad clicks, website pages visited, phone calls made to your property, emails generated, and most importantly confirmed reservations.
- **Easier to Determine Your Return On Investment**
  - Track the confirmed reservations made at your brand, and record and listen to the phone calls generated to your hotel from your ad, to accurately determine your return on investment.

### **E-mail Marketing System**

Our online e-mail marketing system is a secure, easy to use marketing tool that provides your hotel with a cost effective and profitable way to capture, maintain and market to an e-mail database of current guests. Create e-mail-marketing campaigns to promote guest loyalty and track the results in real-time.

Our solution includes:

- Capture E-mail Addresses from your Website
- Create HTML E-mail Campaigns
- Maintain Multiple database lists
- Real-time Campaign Reports

### **360 Degree Virtual Tours**

The 360 Degree Virtual tours are a highly effective way to increase your website sales. This technology allows your website visitors to look around the hotel just as if you were standing there. L.E.T. Group works with two top virtual tour companies to provide two quality low cost options.

### **Professional Website Audio Voiceovers**

Adding professional audio voiceovers to your website can help increase sales conversions. The technology streams your sales audio instantly as a visitor logs on to or clicks to a web page.

**Better Visibility.**

**Direct Booking.**

**Larger Profits.**

**L.E.T. GROUP**  
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## **WHY L.E.T. GROUP?**

### **Service**

People do business with people they know, like and trust. We value our relationships with our clients, and we will work hard to gain your trust and exceed your expectations.

### **Technology**

Our new proprietary technologies insure that your hotel website has the latest technology.

Instantly login and add new specials or packages, edit website text and pictures, add new pages, add events to your interactive calendar...and more! Never worry again about having an outdated website. When we develop new features, they are automatically added to your website.

### **Innovation**

Our innovative, new ideas keep your hotel ahead of the competition. We are always listening to our clients and looking for new ways to make our websites more effective. Our latest innovation, a search engine event marketing tool, gives your hotel an automated way to be found in the search engines when guests search for local area events in your city.

### **Results**

Our website solutions are designed to be easy to use, quick loading, and most importantly, easy for guests to find. Using our internet marketing strategies, our clients consistently outperform their own brand website, and their local hotel competitors.

### **Price**

It's simple...there are no hidden surprises! Our low, flat monthly fee includes the ongoing marketing, maintenance, reporting and the addition of any new website features.