

Blue Tent Marketing



INNTOPIA USERS GROUP

Agenda



- **Blue Tent Marketing Background**
- **Inntopia XML to Web Site Data Feed**
 - www.telluride.com
- **Inntopia Integrated API Email Program**
 - www.skicb.com
 - Pre-Arrival, Post Departure, Survey
- **Google Analytics-Conversion Tracking**
- **Google Earth-Mapping Initiatives**

Blue Tent Background



- Blue Tent develops and executes professional new media marketing strategies using a unique blend of products and services that have helped many small to medium-sized companies chart a successful path through the World Wide Web.
- Blue Tents assists its clients in implementing comprehensive Web-based marketing and communication programs. Additionally, the Company designs and develops dynamically driven websites, integrates search engine optimization and placement, and creates cutting-edge email marketing campaigns complete with full statistical reporting and analysis.

Inntopia XML to Web Site Data Feed



- www.telluride.com
- Using the Inntopia XML data feed, Blue Tent offers clients the ability to keep their property data within their website which offers several advantages:
 - Having property details on your own site boosts the amount of content the search engines can see. Search engine rankings should improve if a solid SEO strategy is in place
 - Data can be consolidated to one system
 - User interface is more dynamic and customizable

Integrated API Email Program



- **Pre-Arrival, Post-Departure, Survey components**
 - Automated with dates populated from Inntopia
 - Blue Tent will work with you on design and content
 - Example shown was www.skicb.com
 - ✦ Extremely high value touch to visiting guests
 - ✦ Excellent survey tool-proactive

Google Analytics



- **Conversion Tracking**

- How are people finding me?
- Are they returning visitors? New?
- What did they do when they got to my site?
- How can we improve on our expectations?

- **Campaign Tracking**

- How is the ad at the Aspen Daily performing?
- How effective was our display in the Denver Post?
- How effective is our Radio, TV marketing?
- Where should our marketing dollars be spent?

Google Earth



- Google Maps and Google Earth are becoming intertwined
- Represent a geo-mapping search functionality that allow users to search geographically for just about anything
- Blue Tent has begun utilizing maps to show an overlay of properties, and can show everything about that property within the geographic search