Blue Tent Marketing
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.
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](http://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 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.