

### MARKETING TOOLS

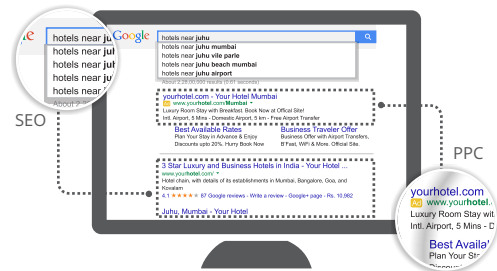
#### Website Designing

The first key to converting a direct booking is your hotel's online brand presence. Investing in an elegant, dynamic and user-friendly hotel website can strategically convert lookers into bookers and increase conversions. ResAvenue offers a simple desktop website or a responsive website that functions beautifully across browsers and devices, depending on your choice and budget.



#### Digital Marketing

ResAvenue specializes in results-driven hotel digital marketing solutions like SEO & PPC to drive quality traffic to your website. Our cost-effective, geo-targeted and ad scheduling campaigns help you create and manage innovative search strategies and implement comprehensive inbound marketing. You get better visibility, valuable brand-building opportunities and amazing returns on advertising spends.



#### Revenue Management

Our specialized Revenue Management Solutions help hoteliers to maximize sales and revenue by analysis of historic trends, competitors and use of innovative techniques like targeted promotions to stimulate low period demands and yield management to maximize high period sales. ResAvenue Revenue Manager will help sell perishable hotel rooms at the best price, to bring maximum benefit to your hotel.



#### ResAvenue Brand 360°

A powerful and versatile platform for social engagement, online brand marketing and performance analytics. It gives you a clear and comprehensive picture of the overall health of your online business as well as the visibility of your hotel on leading Social Networks. You can view feedback, engage with your fans on social media and monitor your online reputation. It's a great platform to monetize on your brand presence and reputation to the fullest!

