



HeBS

Full Service Internet Marketing and Strategy Consulting in Hospitality

Hospitality eBusiness Strategies, Inc. (HeBS), based in New York City, is the industry's leading Internet marketing and distribution strategy consulting firm for the hospitality and travel verticals. HeBS has pioneered many of the "best practices" in hotel Internet marketing and direct online distribution. HeBS specializes in helping hoteliers build and enhance their direct Internet marketing and distribution strategy, boost the hotel Internet marketing presence, establish interactive relationships with their customers, and significantly increase direct online bookings and ROIs.

Hospitality eBusiness Strategies has a diverse client portfolio of over 450 top tier major hotel brands, multinational hospitality corporations, hotel management and representation companies, franchisees and independents, resorts, casinos and CVBs. Hotel companies from around the world have sought and successfully taken advantage of HeBS' hotel and travel Internet marketing expertise.

Complete Suite of Services:

1. Award-Winning Web Design and Creative
2. Website Optimizations
3. Search Marketing
4. Strategic Linking
5. Email Marketing Strategies
6. Online Sponsorships
7. Online Media Advertising
8. Website Maintenance and Hosting
9. State-of-the-art Website Analytics
10. Web 2.0/Social Media Initiatives

HeBS offers five different consulting packages designed to suit your needs and priorities.

Internet Marketing Packages:

Starter Package:

- Website Optimization of the Property Website
- Issue Proprietary Website Optimization Audit Questionnaire
- Property Optimization Audit
- Website Customer Segmentation
- Audit the Search Engine-Friendliness
- Audit the Booker-Friendliness
- Website Optimization of:
 - Keyword Density of Website Copy
 - H1 Headers
 - Page Titles
 - Description Tags
 - Meta Tags
- One Time Fee

Bronze Package:

- Website Optimization (Requires Starter Package Above)
- Internet Marketing Budget Audit + Proposal
- Choice of 1 Internet Marketing Service:
 - Paid Search Marketing or
 - Email Marketing Strategies or
 - Strategic Linking
- Monthly Reporting
- One Year Agreement
- State-of-the-Art Website Analytics And Campaign Tracking (Extra Fee Applies)
- Internet Marketing Budget Recommendation

Silver Package:

- Website Optimization (Requires Starter Package Above)
- Direct Online Distribution Strategy
- Internet Marketing Budget Audit + Proposal
- Includes 3 Internet Marketing Services:
 - Paid Search Marketing
 - Email Marketing Strategies
 - Strategic Linking
- Weekly/Bi-Weekly Conference Calls
- Monthly Reporting
- State-of-the-Art Website Analytics And Campaign Tracking (Extra Fee Applies)
- One Year Agreement
- Internet Marketing Budget Recommendation

Gold Package:

- Website Optimization (Requires Starter Package Above)
- Direct Online Distribution Strategy
- Internet Marketing Budget Audit + Proposal
- Includes 5 Internet Marketing Services:
 - Email Marketing Strategies
 - Paid Search Marketing
 - Strategic Linking
 - Banner Advertising
 - Online/Email Sponsorships
- Weekly/Bi-Weekly Conference Calls
- Monthly Reporting
- State-of-the-Art Website Analytics And Campaign Tracking (Extra Fee Applies)
- One Year Agreement
- Internet Marketing Budget Recommendation

Platinum Package:

- Website Optimization (Requires Starter Package Above)
- Direct Online Distribution Strategy
- Internet Marketing Budget Audit + Proposal
- Includes 5 Internet Marketing Services:
 - Email Marketing Strategies
 - Paid Search Marketing
 - Strategic Linking
 - Banner Advertising
 - Online/Email Sponsorships
- Website Design/Re-Design
- Website Hosting & Maintenance
- Campaign Creative and Management
- State-of-the-Art Website Analytics and Campaign Tracking (Extra Fee Applies)
- Weekly/Bi-Weekly Conference Calls
- Monthly Reporting
- One Year Agreement
- Monthly Marketing Budget: TBD



Contact Us to Get Started:
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