

IMS-21

What would you invest for **\$63,675** in NEW Sales?

VisitMaine.net & SouthernMaineCoast.com can deliver!

Feature and Photo Links on VisitMaine.net and SouthernMaineCoast.com bring you visitors!

Ten Lodging Properties with Photo and Feature Links (selected at random) tracked:

12-Month Web Statistics:

	<u># of Referrers</u>		<u># of Referrers</u>
Property #1	8,485	Property #7	7,535
Property #2	6,106	Property #8	4,222
Property #3	17,629	Property #9	6,030
Property #4	13,339	Property #10	11,327
Property #5	14,530	Total:	94,318
Property #6	5,115	Average:	9,432

of Referrers = the number of people that clicked thru to a property's site from our 2 Web Sites. (8 Photo Links above and 2 Featured Photo Links).

If you purchase click thrus from the Search Engines, you know that click thru costs average over \$.55/visitor. So 9,442 Visitors would cost you **\$5,193.10 on Google**.

Fact:

- If only 3% of the 9,432 book with you, that is 283 new Reservations.
283 Bookings @ 1.5 Nights Avg @ only \$150/night average = **\$63,675 in Revenue**.

If your site is not linked from VisitMaine.net and SouthernMaineCoast.com...

WHAT ARE YOU WAITING FOR? Unless of course you are ok with your competitors getting all that business!

On Line Sign Up Form: <http://www.visitmaine.net/innkeeper.htm>

Rates Vary: Why do our rates vary? Because we know some towns track better than others. If you are in an area averaging 1,500 Visitors, your Photo Link may cost as little as \$499/yr (\$.33/Visitor). If you are in a town averaging over 10,000 visitors, your cost may be as much as \$1,499 (only \$.15/Visitor).

Please call Greg Burke today at 207-985-1766 to get your exact investment.

Heather & Greg Burke

IMS-21, Integrated Marketing and Sales for the 21st Century

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Web Sites: www.ims21.net, www.visitmaine.net, www.southernmainecoast.com

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