



▶ Trust in Online Marketing

1 | **vioma Product Portfolio**

Main Systems

Web Portals

Procedural Improvements

Training

Websites & Online Marketing

2 | **What is Online Marketing**

3 | **Online Instruments**

4 | **Online Behaviour**



▶ vioma Product Portfolio



Main Systems



Clearing Station

Travel Booking Solutions

Clearing Station - Online Enquiries & Reservations

The future of tourism is e-booking.

With the Clearing Station's help, you can easily and quickly manage your hotels services and offers and publish them online.



TAO
Webcontrolling

TAO – How many people are interested in your hotel?

TAO stands for Tracking, Analysing and Optimising. With our statistics programme, you can see how many people are interested in your site. You can also specify country or other parameters.

And at any time, you can view exactly what your internet guests looked at.



Condeon
Content Management

Condeon – Manage your content easily

Our Content Management System (CMS), Condeon, is very easy to use.

Nearly every computer user is familiar with the MS Office programmes, and that is why we've designed the text editor in our CMS system similar to the most often used text programme, MS Word.



Web Portals



Bestwellness
Spa & Leisure

Bestwellness.com

Our company web portal for wellness fans!

Bestwellness.com is a partner of the German Wellness Association (deutscher Wellnessverband) and currently unites the best wellness hotels in Austria and South Tyrol.

In our package offer, Bestwellness is available in your choice of 3 of the following languages:

German, English, French, Czech, Polish, Italian or Spanish.

<http://www.bestwellness.com>



Best Comfort
just relax

BEST-Comfort.com

Our portal features hotels with smaller wellness areas and select spa services. It caters to the needs and desires of those holiday-makers seeking relaxation and recreation instead of a spa experience.

BEST-Comfort is currently available in two languages:
German and Italian.

<http://www.best-comfort.com>



Best Comfort
just relax

Hoteles Nevados

Special web portals designed for international audiences are necessary for strength in a global economy. Hotels Nevados is a Spanish portal marketed specifically for a Spanish-speaking audience.



▶ vioma Product Portfolio



Excellence

Team Management System

Excellence – improve internal operational procedures

Excellence is a programme that helps your company to improve its organisational and operational procedures, thereby improving effectiveness and efficiency.

With Excellence, hotels can handle enquiries more quickly and effectively.



Training



Akademie

Wissen managen

Academy

The vioma places a high value on the education of its employees, and therefore offers advanced and continued training opportunities. The company has an on-site class room for educational purposes.



▶ Websites & Online Marketing



Design & Editing Websites

A well-designed website is a key ingredient to online success. This includes not only the visual aspects but also texts written for an online audience.



Eye Tracking

effiziente Benutzerführung

Eye Tracking – the path to improved usability

Eye tracking clearly identifies the strengths and weaknesses of a website.

The goal is to permanently optimise the user-freindliness and improve profitability.



Penfriend
Newsletter Marketing

Penfriend – Custom made Newsletters

A regular newsletter is like a letter from an old friend. Your guests will be delighted to hear the news from your hotel and will enjoy finding out about the season's new offers. This is how you get new guests and connect old guests to your hotel.

The template (the layout design) for the newsletter will be customised to fit the design of your website.



Wellness Barometer

Gäste befragen

Wellness Barometer – How happy are your guests?

With the help of the vioma Wellness Barometers, hotels can analyse customer satisfaction.

It's quite simple: after their holiday, your guest will receive an e-mail with the Wellness Barometer. In our experience, ca. 80% of all guests answer this questionnaire.



Online Marketing
wirkt.

Online Marketing – Attract Online Attention

Most of the world is online. It's no wonder that internet use has influenced our daily lives.

We read the news online, we make purchases from internet stores, we book our holidays on websites...

More information regarding Online Marketing follows.



Online Marketing
wirkt.



What is Online Marketing?



Online Marketing

Online Marketing can be defined as all marketing actions that can be carried out with the help of the internet.



Online Marketing

Online Marketing influences all parts of the “Marketing Mix”.





Online Marketing
wirkt.

Online Marketing – Attract Online Attention

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Online Marketing
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Online Instruments



SEM

Search Engine Marketing (SEM) includes all measures carried out in order to attract qualified visitors to your website using online search engines.



SEO

Search Engine Optimisation (SEO) is the technical term for the methods for improving a website's presence and rank in the search results for select, applicable search queries.



PPC

Pay per Click is a common payment model for online marketing.

With this method, each click has a price. Examples of advertising programmes that use this method are Google AdWords, and Yahoo” Search Marketing.



E-Mail Marketing

E-Mail Marketing is similar to direct mailing in traditional advertising; simply stated, it is sending out advertising materials via e-mail.



Banner Werbung

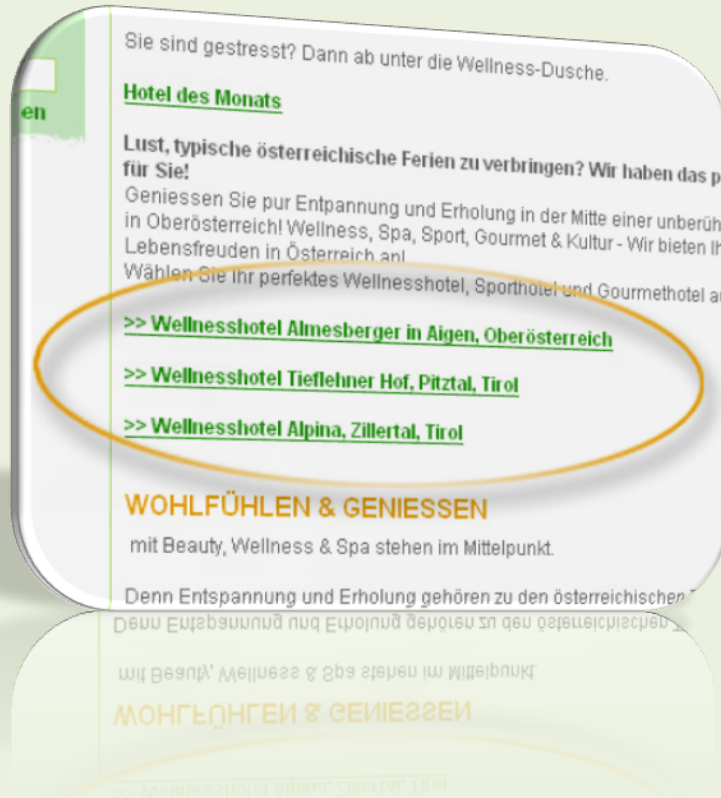
Advertising Banners are graphic or Flash files that appear in a website. With the help of a hyperlink, they connect to the advertiser's website. Banners can be integrated directly into the website, but are often only inserted "over" the page in a Powerlayer.



Web Links

Links to external pages and site are considered web links.

These should not be inserted into the text body, but – sparingly – under the title “Web Links” in a separate section.



Web Links

Web links should provide the reader with information that cannot otherwise be integrated into the text, such as information that is no longer current or which does not fit on the page.



Video Advertising

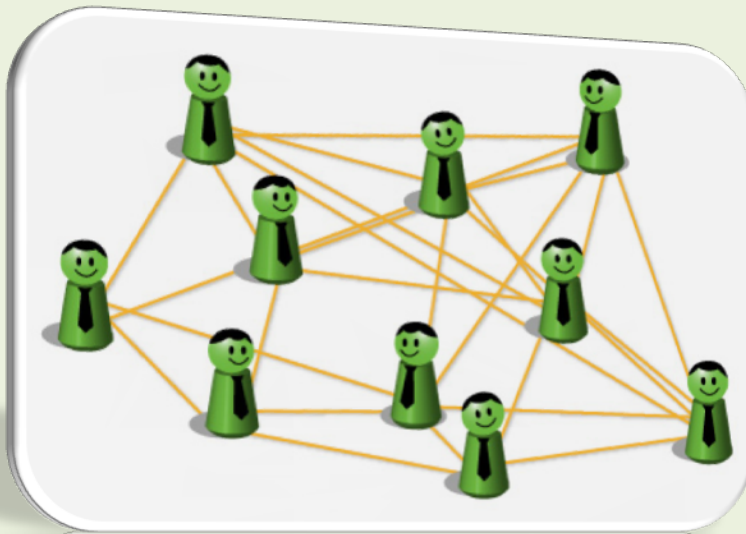
Video Advertising is a relatively new form of online marketing. It can be viewed when a user clicks on the video to start it.

Users click on the play button almost twice as often as on a banner advertisement.



Handy Advertising

In addition to the classical forms of mobile advertising using text messages, MMS and WAP are also possible way to reach your target audience. (Not available in all regions).



Social Networks

Social Networks are internet platforms in which a user can communicate and connect with others of similar interests.

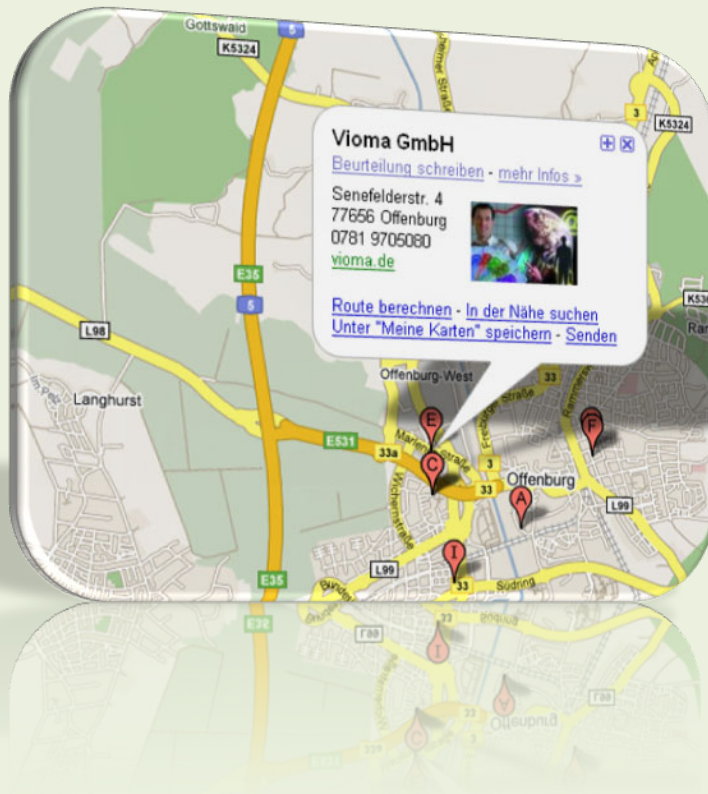
These networks provide clearly defined target audiences.



Viral Marketing

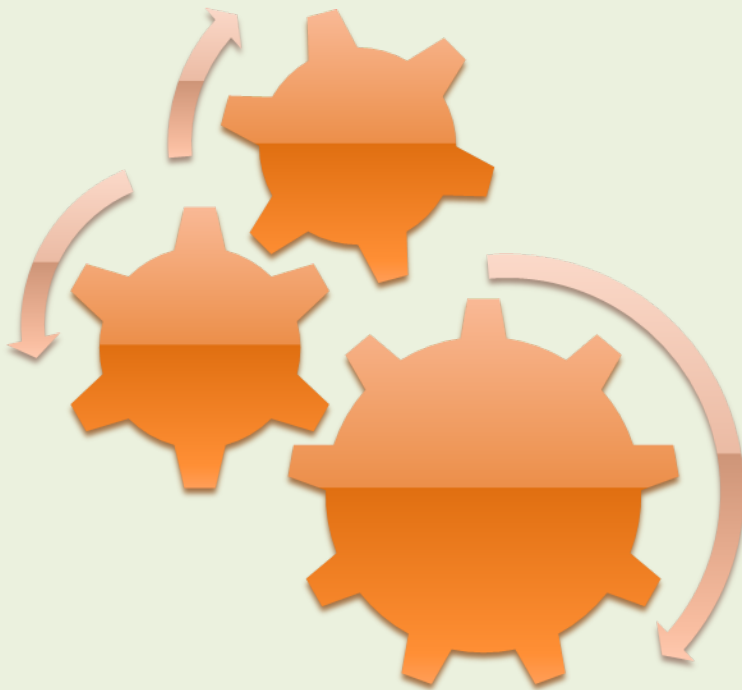
Viral Marketing uses social networks to attract new customers to brands, products or campaigns.

News and information circulate epidemically like a virus. The distribution is ultimately based on mouth propaganda.



Mashups

A Mashup is a “web application hybrid” that combines information from various sources into one tool. It is a way for internet sites to use programmed interfaces with Google Maps, other maps or satellite photos to enhance their own website and/or mark their business individually.



Cross Media Marketing

Using Cross Media Marketing, advertisements for products or services can be distributed across media platforms using a variety of media forms.

Advertisers are connected in a way that strategically strengthens.



Online Marketing
wirkt.



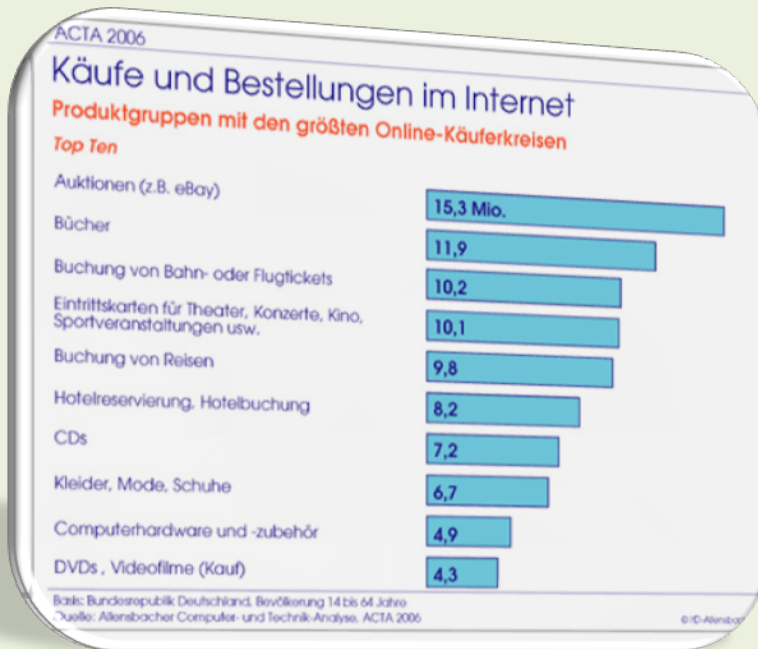
Online Behaviour



Eye Tracking

Eye Tracking provides a way to test and analyse how a user views a website and where his or her eyes wander.

Results from Eye Tracking studies aid in the organisation and layout of websites, and special offers can be placed where they will be noticed.



Who is buying what?

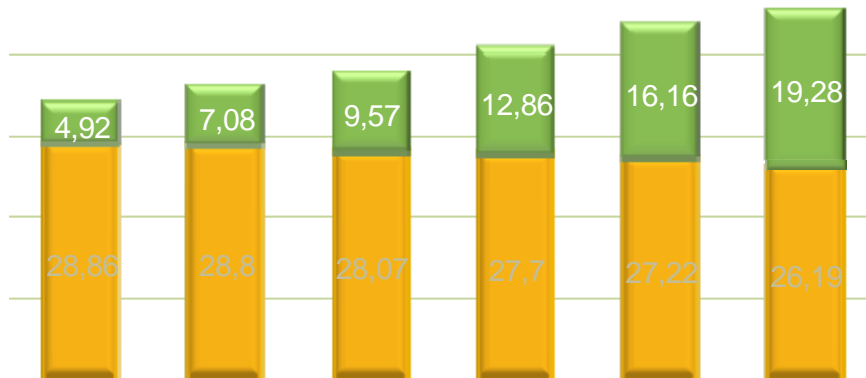
96.7% (38.92 Million) of Internet users view the web as an information source. The percentage of online shoppers is 79.7% (32.05 Million). That is why the Internet has an important role in the decision-making and buying processes. 82.6% of Internet users, that is 33.23 unique and individual users, research travel information online.



Industry Totals:
Billion € Sales Volume & Sales Development

bn Euro

33,78 — 35,88 — 37,64 — 40,57 — 43,38 — 45,47



2003 2004 2005 2006 2007 2008

■ Industry Totals Offline ■ Industry Totals Online

Future

Sales Volume in the travel industry is continually rising. Volume in offline sales volume is slowly receding.

This decline is countered with the strong increase in online sales.



▶ Thank you for your attention.

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