



LET Announces Partnership with Brand.com Consulting Group – eMax

Is the brand on your ‘case’ about keeping your franchise brand.com website updated? Are you missing out on in-channel opportunities by not taking full advantage of all your brand.com features? Is your company only managing the brand.com booking channel to meet brand minimum standards? If you answered yes to any or all of these questions then the LET Group wants to team you up with eMax.

eMax is an all encompassing e-Commerce management group that specializes in managing your brand.com distribution channel. From optimizing your hotel’s mini-sites to continuous content updates and feature utilization eMax works with Hilton Family, Marriott and IHG franchisees to maximize your brand.com exposure.

What does eMax mean for you?

- Competitive Advantage Resulting in Higher Revenues
- Professional Team Focused Solely on Internet Marketing For Your Hotels
- Implementation of Brand Standards and Website Features
- Websites are Structured to Generate Reservations
- Implement Proven Strategies for Search Engine Optimization
- Compliance with Search Engine Requirements
- Extensive Analysis to Know Where Business is Coming From
- Contribution Analytical Reporting and Consulting

The LET Group has partnered with eMax to offer a total package of Internet e-Commerce management that encompasses all the elements of managing your largest and most profitable Internet booking channel – the brand.com. To see the eMax difference for a client’s Hilton Family and Marriott brand.com website – visit these links:

eMax Hilton Family Brand.com Managed Site

Embassy Suites Destin Florida

www.Destin.EmbassySuites.com

- View the banner links to pages from the home page
- Read the optimized SEO copy introduction
- From Accommodations – compare the RRD load to your hotel

- Look at the Local Guide tab – it looks like Destin!
- Specials tab has hotel-specific area specials
- Hotel Tour offers 40+ images including local area attractions

eMax Marriott Brand.com Managed Site
Courtyard by Marriott San Diego Rancho Bernardo
www.Marriott.com/SANBO

- Read the optimized SEO copy introduction
- Exclusive Deals and Marriott Rewards promotions
- Photo Tour offers 25+ images
- Meetings & Events provide multiple PDF informational pieces

eMax wants to be your Internet marketing partner of choice. Our team of experts hails from the hotel industry to combine the balance of technology with marketing for hotels that drives incremental bookings. Stop counting clicks and visitors and start counting room nights and watch your brand.com contribution growth exceed the pace of the brand. Contact Steve Farina with eMax at 407-998-8080, or visit www.1eMax.com to learn more about increasing your share from the brand.com channel.

eMax Hotel Internet Marketing

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