



• CONNECTING HOTELS TO CUSTOMERS

• FEBRUARY 2011

**Dear Customer,**

TIG Global, the leading interactive marketing agency for the hospitality industry, recently joined the MICROS family as part of MICROS eCommerce Services. With over a decade of experience in driving revenue directly through the online space for a variety of hospitality clients, TIG Global brings its Internet savvy marketing skills and boutique agency personality to the company, adding a unique personal touch to the MICROS suite of superior technology products.

- **Meet us** together with myfidelio.net representatives **at ITB Berlin** at the MICROS exhibit in Hall 9.

TIG Global has developed a proven set of strategies to successfully leverage the marketing efforts of hotels, delivering unsurpassed incremental revenue and visitors online. TIG Global's services include a host of web marketing services, comprised of paid search, search engine optimization, digital media, website design, social media and mobile marketing.

This comprehensive solution suits the e-marketing needs of every client, whether they seek a website redesign, improved search engine rankings, tactical e-mail marketing plans, interactive social media campaigns or leads delivered through our proprietary, strategic online partnerships.

TIG Global's trademark is its unrivaled high-touch service approach, which provides dedicated client service teams and personalized reporting services attuned to each client's particular needs. The integration of these attributes, combined with MICROS advanced technology product offering, results in a partnership that is unparalleled in the industry.

Arrange a call with one of TIG Global's e-marketing experts and allow them to perform a summary analysis of your current online marketing efforts and provide recommendations to maximize your results.

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TIG Global works closely with each of its clients to create a custom marketing strategy and provide ongoing support and consultation to generate the greatest ROI with the lowest customer acquisition costs. The company's full-service approach includes:

- Multi-language website design and development that pushes customers through to the reservation process.
- Search engine optimization that prominently places businesses at the top of the search engines for direct visibility.
- Paid search marketing designed to capture and deliver traffic for increased conversion.
- Digital media and online advertising that deliver pre-qualified leads from a network of over 4,000 media partners.
- E-mail marketing campaigns created to strengthen customer loyalty and establish relationships with interested travelers.
- Custom social media programs to push your brand to the forefront and establish direct communication with customers.
- Mobile marketing that encourages customers to book anytime and anywhere.

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