

We enable you to take the strategic advantage

It's never been more important to interact with consumers and convert them to customers. This requires successful communication and engagement through various channels and media.

At LeisureCom we have created a number of marketing strategies that will enable you to easily and intuitively create a relevant, targeted campaign that deeply engages current and prospective customers.

SURF BREAKS
Surf Live Saving Discount Travel Service

Discover
Queensland
www.discoverqueensland.com.au

Holidays for a *Good Cause*
*Read ahead for a fantastic holiday at the same time you'll be supporting a worthy cause! You'll have great fun having a holiday and even better for contributing to a good cause!

1800 SCHOOLIES
www.1800SCHOOLIES.COM.AU

The internet has become the centre of most marketing campaigns, reaching a significant number of qualified and targeted consumers at a minimum cost. Banner Advertising or Strategically placed Advertisements on multiple websites and portals are a prerequisite to gaining such results.

LeisureCom has developed effective online link management and invests significantly in search engine optimisation across more than 200 online portals which collectively receive over 1 million unique visitors per annum.

LeisureCom
Travel Group

LeisureCom Group Ltd

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www.leisurecom.com

BANNER ADVERTISING

LeisureCom has developed effective online link management and invests significantly in search engine optimisation across more than 200 online portals which collectively receive over 6 million unique visitors per annum. Prices for advertising start at \$80 per month, per listing, with a minimum of six months. Listing sizes available are 250 x 250, 300 x 250 and 240 x 400 pixels.

SALES OPPORTUNITIES

- Advertisements are strategically placed so that consumers notice the placement when reading primary content.
- The consumer can click through to the relevant content within seconds, or just seek additional information.
- The business and/or property profile is strengthened with advertisements placed in proximity to content of interest.
- An online advertisement can attract customers nationally, regionally or from anywhere in the world, depending upon the combination of sites utilised.
- The volume of consumers seeking products and services – in excess of 460,000 per month!
- All banner advertisement will be a minimum of 250 x 250 or equivalent.
- Your advertisement is available 24/7 with no time off – working for you even when you sleep!
- Enhanced service by providing consumer with online news, upgrades and products.

ONLINE PORTAL LISTING

Increasing consumer awareness of marketing campaigns can be obtained through vertical or horizontal portal listings ensuring exposure 24/7. LeisureCom has the expertise to maximise results and direct consumers to the intended target. In conjunction with banner advertising it is a sure way to reach your demographic base. Prices are per project requirements and can be packaged with banner advertising programs.



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LOWER COST

- Each advertisement is billed at a flat rate per month for unlimited display, not as a "pay per click" campaign.
- A target market can be clearly defined.
- LeisureCom decreases your operating expenses and time by handling online enquiries, processing orders, accepting payments and distributing revenue.
- The online performance of your advertisement can be measured and made flexible to interact with customers.
- Prices start from a low \$80 per month, per advertisement, per placement.

**CALL 5555 1800 TO GET A PRICE AND
START BRINGING IN NEW CUSTOMERS
TO YOUR ORGANISATION.**

WHO ARE WE?

The LeisureCom Group is one of the leading accommodation wholesale aggregators and direct marketers in the Asia Pacific Region offering multi-distribution channels including membership and corporate travel clubs, rewards based programs, special events, retail accommodation websites, online and offline marketing.

All of the Company brands, programs and products are supported by experienced staff with an infrastructure that includes inbound reservations, IT & web development, product and marketing, corporate accounts and operations.

SEARCH . BOOK . SAVE