



Introducing Newmarket Diagrams Webview

What is Diagrams WebView?

Diagrams WebView is an interactive website tool for the on-line presentation of hotel meeting space. Your customer can navigate your property layout, meeting room floor plans, configurations, and capacities. It is a vital hotel marketing piece that your clients can interact with on-line.



What does Diagrams WebView include?

It is an easily integratable object residing on your website allowing your clients to interact with:

- 3D campus map
- Meeting room floor plans
- Capacity chart
- Photographic images of meeting space

In addition to the primary offering, you may enhance your user experience with:

- Customized or branded user interface
- Additional or custom setup types
- Graphical setup display in floor plans
- 3D walk-through of meeting rooms
- Campus map, region, or floor plan animation
- Ability to create an RFP from a floor plan

According to a recent Gartner Group study, 50% of internet sales are lost because visitors cannot easily find the content, products, or services they're looking for on websites.

Why include Diagrams WebView on your website?

Allowing your clients to view and interact with your meeting space on-line is an effective sales approach. Clients like interaction on the web; it leads to new sales opportunities. This is a natural extension of your current room diagramming tool. It will help capture your website traffic and convert it to new business opportunities.

Virtual Site Inspection

With many clients placing restrictions on travel budgets, it is important to be able to promote your property as you do during a site inspection. Having your meeting space on-line, in an interactive format, with supporting photographs, will allow clients to gain comfort with your property.

Customers expect to interact with meeting space on-line - let them!

Upsell Your Meeting Space

Highlight the high margin services and targeted F&B items in Diagrams WebView. This will provide your clients the ability to visualize their event, with your top-shelf offering.

Reduce Client Questions During Event Planning

Clients will have the ability to interact with your meeting space during the planning stage of their event. This will reduce the number of questions meeting planners will have relating to your space, freeing up valuable time for Catering Managers.

Search Engine Optimization (SEO) Strategy

The higher your property's ranking in the various search engines, the more likely prospective clients will be to find and purchase your product. Through the use of proven SEO techniques, such as Yahoo!'s flickr® for photos, you will increase your search engine result rankings. You can showcase your property with the images linked to Diagrams WebView.

How to get Diagrams WebView

For more details or to purchase Diagrams WebView, contact your Newmarket Account Representative or go to www.newmarketinc.com/diagramswbview. Get ready to showcase your property's meeting and events space on-line, just how your customers expect to see it.

For more information visit us online at www.newmarketinc.com, or contact us at one of the following locations:

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