

NEW NET TACTICS



NOTES

Top Consumer Desires

Faster Load	54%
Easier Navigation	52%
Effective Search Function	32%
Personalization	8%

Travel Consumer Desires

Check Pricing/Rates	90%
Destination Maps	74%
Photos	69%
Live Assist Standing By	68%
Download Guides & Lit	59%
Virtual Tours	58%
e-Mail Specials	58%
Tips from Locals	53%

A Top Ten List

- 10 Who Are You
- 9 What You Want
- 8 Why Me
- 7 Findability
- 6 Look Different
- 5 Easy Navigation
- 4 Ability to Pull the Trigger
- 3 Get Personal
- 2 PDF Downloads
- 1 Harvest e-Mail Addresses

MORE NOTES

10 More Ideas

- 1 Hunting for URLs
- 2 Tinkering Under the Hood
- 3 Resonate with Relevance
- 4 WebCams
- 5 Live Assist
- 6 Media Sections
- 7 Geo-Caching
- 8 Packaging
- 9 Statistic Analysis
- 10 RSS Feeds

e-Mail Marketing Tips

HTML vs. Text vs. Web

How Often

When



LOOKING FOR MORE IDEAS ?

CHECK THE "BEST OF THE NET"
IN THE RESOURCES SECTION OF
WWW.ZEITGEISTCONSULTING.COM

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