

WAIKIKI.COM

Online & Mobile Marketing Program

What is Waikiki.com?

Waikiki.com is the online destination for where to play, where to stay, where to eat, where to meet, where to shop, and where to save in beautiful Waikiki. You will find extensive information to help you plan your trip. And when you're ready, we have everything you need, all in one place.

Why market with Waikiki.com?

Waikiki.com is ranked #1 on Google, Yahoo! and Bing (by searching keyword waikiki)

Waikiki.com gets 1,000 unique visitors a day, planning, researching and booking before they get here

Waikiki.com has a constant stream of New Visitors daily wanting fresh information about their vacation destination

The strongest name in marketing Hawaii is Waikiki.com

MARKET YOUR BUSINESS ONLINE WITH WAIKIKI.COM

Be exposed on Waikiki.com with Business Listings, Banner Ads and Video/Commercial Placement. Get a review written for our exclusive Insider's Guide and Wordpress Blog. Connect with our friends on Facebook, Twitter and YouTube Channel.

TAKE YOUR MARKETING MOBILE WITH WAIKIKI.COM

Utilize Waikiki.com Segway™ Promotions, and our other mobile platforms such as text messaging, bluetooth coupon marketing and the Waikiki.com iPhone App.

WAIKIKI.COM IPHONE APP

The 2011 Visitor is looking for "The Deal." Waikiki.com goes mobile with its FREE iPhone App targeting Hawaii's number one industry. The mobile coupon app also offers a slideshow of up to 6 photos per discount offer and also contains editorial content for Hawaii's landmarks. Our App features mobile coupons for Hawaii's premier tourist businesses including Jimmy Buffett's, Tony Roma's, Benihana, Aqua Resorts and Hotels and many more. These "Deals" are great for locals too! Digital content delivered by mobile device is driving the future of media! Coupons are more accessible and consumer coupon use is on the rise – the timing is perfect to join us.

- Local content for leading Restaurants, Tour operators, Retail stores, Museums, Attractions and More
- Cutting edge technology and graphics
- 6 Categories of offer – EAT, MEET, SHOP, SAVE, STAY, INSIDERS GUIDE
- Waikiki.com aims to provide Visitors with the Best Deals to save on their Hawaii Vacation
- Up to 6-image rotating slideshow for each product, Detailed Information Screen, Coupon Screen
- GPS Mapping technology gives users turn by turn directions right to locations
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text HAWAII

Mobile text marketing is HOT and everyone uses it now! You see mobile keyword technology all over TV and hear it on the radio everyday. You see it advertised in magazines, newspapers, blogs, websites, and all over billboards. There's a reason why large corporations utilize mobile marketing - it WORKS! People text your custom mobile keyword to join your mobile distribution list. Then an automated response is texted back to them with your customized welcome offer. Later, you can send them important text alerts, news, and promotions, resulting in huge and immediate response rates that you can't experience with email marketing alone.

- Text Marketing with your own keyword
- TextHawaii SMS (Short Message Service) Coupons

- Text “your keyword” to 69302
- Build client database to send Specials Directly to Opt-in Customers
- Make unlimited changes to Coupons
- Able to link to Graphic Coupon
- Add signup forms to Facebook and Website
- Add text when needed – All rollover texts messages.
- Text “WAIKIKI” to 69302 to see how we are using this technology

BLUETOOTH HAWAII

With Bluetooth technology you can connect to potential customers directly through their wireless devices. Have your coupons sent directly to cellphone or PDA's. This is an innovative, cost-effective and paperless way of utilizing technology your customers already have to send your message. It's non-invasive, opt-in or permission based marketing.

Provides:

- 4 Bluetooth Servers as Mobile Hot Spots
- 1 Marketing Van with Bluetooth Server – Hot Spot delivering throughout Waikiki and Honolulu
- Reach thousands of people directly on their cell phones with your personalized message

WAIKIKI.COM SEGWAY™ PROMOTION TEAM

Segway™ advertising is one of the hottest ways to effectively take your brand directly to consumers, events and hard to reach locations.

Segway™ transports are unique in appearance causing people to stop and look. Our promoters are able to glide right into the middle of a crowd and interact like no other form of advertising.

Our Segway™ Transports are also outfitted with the latest Bluetooth technology that sends your message and coupon directly to cellphones within 750 ft of our Segway. This allows you to send coupons out to individuals that might not want to talk but can still get your message. High resolution imagery is fitted on our custom mobile marketing shields for effective brand advertising and promotions.

Our wraps are displayed on a chariot-like shield, offering a view from all sides. We also offer wheel covers for even more brand visibility.

Segway™ Promotions is the ONLY advertising mediums that provide both a mobile billboard while still enabling promoters the ability to deliver effective lasting personal impressions.

What makes personal impressions effective from a Segway™ Transports? ACCESS TO ALMOST ANYWHERE!

10 reasons why the unique mobility of Segway™ Transports makes them the ultimate marketing tool:

1. No special lanes or streets required. Segway™ Transport operates almost anywhere a person can walk.
2. Cover far more territory than on foot. Segway™ Transports can operate up to 26 miles per battery charge.
3. Self Balances when moving or standing still.
4. Zero turning radius turns in place like a person.
5. Noise Free and Pollution Free.
6. Segway™ Transports can carry more samples and marketing collateral than someone on foot.
7. About as wide as a person's shoulder Segway™ Transports take up very little room.
8. Elevated platform affords the promoter an advantage that elicits added respect from the pedestrian.
9. SUPER FUN! Segway™ Transports attract instant attention and create excitement!
10. Simply put Segway™ Promotion creates BUZZ.

We offer exciting new ways to reach potential customers in many unique and innovative ways. We look forward to developing a successful marketing program for you! Please contact us with any questions you might have.