

# KNOW YOUR GUEST

## THE POWER OF RELATIONSHIP

"The local band rocked, now I need the after-hours menu."

Get eRelationship.

[SOLUTIONS](#)

[WHO WE ARE](#)

[SHOWCASE](#)

[RESOURCES](#)

[CONTACT](#)

[CLIENT LOG IN](#)

eRELATIONSHIP

eSURVEY

eBLAST

eDESIGN

## Digital Alchemy - Leaders in Internet Marketing for Hotels

Your property, service levels and amenities are all reflective of your commitment to excellence and quality [hotel guest](#) experiences. In an economy with inevitable competitive web booking rates, the magic of Digital Alchemy's powerful services is made evident by resulting ROI. Our hotel marketing strategies ensure your messages to guests demonstrate the highest quality of services while driving your incremental revenue. Our [marketing technologies](#) allow you the advantage of high customer data capture rates, which forms the basis of further targeted Hotel Guest Marketing.

## GO GREEN WITH eBROCHURE

HIGH VISUAL IMPACT • UNLIMITED DISTRIBUTION • SIGNIFICANT PRINT COST SAVINGS



**eBrochure™** maximizes your hotel's investment in printed marketing collateral. Save on printing and postage costs with unlimited web distribution. Track every click and zoom while this unique marketing tool works for you!

[SHOW ME MORE](#)

## THE DIGITAL ALCHEMY ADVANTAGE



See it in action.

Explore ways to communicate with guests using custom designed CRM marketing.

## READ WHAT OUR CLIENTS SAY

"I was extremely appreciative of the assistance and professionalism of Digital Alchemy during our launching process. The staff was quick to react, respond and answer any questions of mine. The whole process moved as quickly as I was able to approve the documents they sent me."

**Laura Whitman**

Marketing Manager of The Osthoff

"We had remarkable results from our FIRST eblast through Digital Alchemy which resulted in a 33% increase in massage business. The eblast program paved the way for us to communicate with our clients en masse, in real time with a meaningful message."

**Kristi Slotemaker**

Director of Store and Operations  
InSpa

## Know the Digital Alchemy Advantage

### The Power of Communication

Send the message that affirms your hotel guest's booking decision with vivid imagery and compelling text, using Digital Alchemy's proven [eRelationship CRM suite](#). Encourage guest spending by promoting amenities from fine dining to spa and fitness offerings. Invite them to special events and book them via your preferred method. We can show you how our [Hotel CRM](#) services and eMarketing can deliver for you.

### The Power of Relationship

Let Digital Alchemy show you how to employ these services to create a bond with your guests, using two-way communications to express your personal interest in their guest experience. Watch your hotel post-stay satisfaction scores skyrocket, along with your profits.

### The Power of Feedback

Gain valuable information about guests before, during and after their stay through powerful services like [Mid-Stay Communiqué](#), VIP forms, interactive online Comment Cards and our innovative Comment Card Alert and Response systems. This technology supports lasting guest relationships and creates [Hotel Guests for Life](#).