

ISM Best Western Centralized Advertising Website Program

Welcome Kit Resource Guide

The following items are to be inserted into a white Leatherine© 2-Pocket Folder:

A Welcome Letter

Located in the Best Western Website Program Management folder in the ISM Interactive Department Directory
D:\Interactive\Best Western\BW WEB PROGRAM\Website Program Management\Website Welcome Letter.doc

Overview Of The Website Creation Process

Located in the Best Western Website Program Management folder in the ISM Interactive Department Directory
D:\Interactive\Best Western\BW WEB PROGRAM\Website Program Management\Website Creation Process.doc

Submission Guidelines

Located in the Best Western Website Program Management folder in the ISM Interactive Department Directory
D:\Interactive\Best Western\BW WEB PROGRAM\Website Program Management\Website Submission
Guidelines.doc

A brochure of other services the Best Western Centralized Advertising Website Program offers

Can be found in the Interactive Manager's file cabinet.

A sample of the monthly performance reports of your website

Located in the Best Western Website Program Management folder in the ISM Interactive Department Directory
D:\Interactive\Best Western\BW WEB PROGRAM\Website Program Management\Webreport Sample.pdf

A printout of Search Engine Optimization Tips

Can be found in the Interactive Manager's file cabinet and at the following URL:
http://www.submit-it.com/subopt_print.htm

An article on E-Commerce

Can be found in the Interactive Manager's file cabinet and at the following URL:
http://www.teconline.com/publicsite/e_commerce.htm

A complimentary gift

Can be found in the Interactive Manager's file cabinet, typically an ISM luggage tag.

An invoice for the yearly subscription to the BW Centralized Advertising Website Program, provided by the ISM CFO.

Place a pre-printed Best Western label on the front of the folder with the words, “WEBSITE PROGRAM WELCOME KIT” printed on it.

Can be found in the Interactive Manager's file cabinet, and in the file located in Interactive Department Directory:
D:\Interactive\Best Western\BW WEB PROGRAM\Website Program Management>Welcome Kit Labels.doc