

MotelGroups.com is the leader in online booking technology, specializing in group reservations for the best prices. With their guarantee for best group hotel rates, MotelGroups.com makes booking a hotel or motel an easy process.

Who We Are:

OrangeSoda, Inc. is a marketing driven technology company that develops and implements solutions designed to help businesses more effectively advertise their products and services on the Internet. A firm of 66 employees, OrangeSoda was founded by a group of search engine marketing professionals with years of experience helping thousands of clients successfully market their products and services online. Our solution is to provide complete search engine marketing expertise in creating, deploying, tracking, optimizing, and reporting on search engine marketing advertising campaigns.

MotelGroups.com's Challenge:

Motel Groups .com had a previous PPC campaign prior to OrangeSoda which produced the following numbers:

- Average Cost Per Acquisition (CPA) was 20 % higher than their goal
- Average Click Through Rate (CTR): 0.08%

MotelGroups.com asked OrangeSoda's team of web marketing experts to grow their national campaign by focusing on achieving higher CTR and lowering CPA.

OrangeSoda's Strategy:

- Identifying high converting keywords and eliminating underperforming keywords
- Producing best keyword/ad copy/landing page combinations
- Finding best ad locations and best times of day for running them

Results:

- CPA was decreased 22%
- CTR increased from a daily average of 1%-4%
- Reduced overall cost of the campaign, saving the client hundreds of dollars each month



As a result of our success with the MotelGroups.com account, the client asked us to create and manage online marketing campaigns for four additional e-commerce websites.

Taste the OrangeSoda Difference:

You have options, so why choose us?

It's simple really, we live, breathe, and drink online marketing. We know you need timely answers to your questions and transparency in all reporting, not to mention having the utmost confidence that your SEM/SEO partner has real-life Search Engine Marketing and Search Engine Optimization experience and can deliver meaningful results. Orange Soda offers you the bottle-cap twist to last sip in online marketing support.

- **Experience-** Our knowledge of business Internet marketing comes from years of hands-on experience helping thousands of companies manage their search marketing campaigns. We know how to target local, national, and international markets because we understand search engine behavior better.
- **Technology-** Having worked with thousands of clients our technology has been developed from the ground up by listening intently to our customers and building a platform around their needs. Our deep understanding of search and user behavior enables us to build systems that help you get the most out of your campaign. We have developed a set of tools that make all of your marketing tasks simple and easy, ensuring that every ad is maximized to get you the most targeted traffic that converts.
- **Price Points-** We endlessly endeavor to provide the small-business personalized service while delivering results one would expect from a large-corporation, but without the big corporate price tag.

"OrangeSoda has been a great resource in helping us maximize our online goals. Since using them we have been able to cut our cost per acquisition costs by 37%, while our online business has nearly doubled."

-Charlie G.,
Sunglassesonly.com

- **Customer Service-** The team at OrangeSoda is comprised of entrepreneurs striving to grow their companies. We have a unique understanding of your wants and needs, because we experience those same things every day at a personal level. Every customer of OrangeSoda gets their very own living, breathing account representative that is always available to discuss campaign reporting, account changes or to clear up any questions that may arise.

Testimonial:

"In a word, OrangeSoda is refreshing...Their recommendations for optimization are insightful and intelligent. And they have always responded with surprising speed. I can always use a lil' more OrangeSoda."

- Mara M. FATHOM Communications

"Leads continue to pour in, but our cash is no longer pouring out. We look forward to our ads' benefiting even more from Orange Soda's fizz."

-Bret W. Founder & CEO, Watson Adventures

"As a small business owner, I had no time to manage my internet advertising...But with OrangeSoda, I know someone is always on top of things--someone who knows how to manage my internet advertising dollars."

-Nancy C., SignBabies.com

"A year ago, our office had no presence on the internet. In just a few months, Orange Soda has brought our office to the forefront of the community for anyone who is searching for a dentist. The calls we have started to receive are proof of the effectiveness of their efforts. I would recommend Orange Soda to any dentist who is wanting to market their practice in the 21st century."

- Dr. Alexander B. Larsen, D.D.S.