



WORLDWIDE DIGITAL MARKETING

Company Brochure

Full-spectrum hospitality marketing services designed to maximize your hotel or resort brand's digital presence and drive measurable revenue growth.

15+

YEARS EXPERIENCE

98%

CLIENT RETENTION

3x

AVERAGE ROI INCREASE

9 SERVICES · GLOBAL COVERAGE · ONE PARTNER

+506 6007 0980 · support@mistiowebs.com

Pastor Diaz Avenue, Puntarenas Province, Jaco, Costa Rica 61101

WHO WE ARE

Your Partner in Hotel Brand Growth

Digital Hospitality Marketing brings together a world-class team of graphic designers, copywriters, SEO specialists, social media managers, and creative directors — all focused exclusively on the hospitality industry.

Whether you're a boutique inn or an international resort chain, we craft data-driven marketing strategies that fill rooms, boost direct bookings, and build the kind of brand loyalty that keeps guests coming back year after year.

15+

YEARS EXPERIENCE

98%

CLIENT RETENTION

3x

AVERAGE ROI INCREASE

WHAT WE DO

Nine Ways We Grow Your Property

The pages that follow break down every service in our full-spectrum hospitality marketing offering — what it is, how it works, and the results it's built to deliver for your brand.

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| 05 Social Media Content & Management | 06 Remarketing |
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| 09 Digital Signage Design | |



FLAGSHIP SERVICE

Hospitality Marketing

SERVICE 01 OF 9

Our flagship service is built around one simple goal: maximizing your hotel's revenue and brand presence. We combine deep industry expertise with cutting-edge digital strategy, OTA optimization, and direct booking funnels to craft end-to-end campaigns that speak directly to your target guests — delivering measurable ROI improvements typically within the first 90 days.

What This Includes

- Direct booking optimization
- Competitive positioning analysis
- Revenue-focused campaigns
- Global reach, local expertise

90 Days

to measurable ROI improvement



BRAND & VISUAL IDENTITY

Graphic Designers

SERVICE 02 OF 9

Your visual identity is the first impression guests have of your property. Our seasoned designers specialize in hospitality branding that communicates luxury, comfort, and authenticity — from logo design and brand guidelines to print collateral, menu design, digital assets, and advertising creatives.

What This Includes

- Brand identity development
- Print & digital collateral
- Advertising creatives
- Brand guideline creation

100%

hospitality-focused design team



AUTHORITY & CONTENT

Back-Linking & Blogging Submissions

SERVICE 03 OF 9

Authority and trust are the currency of search rankings. Our back-linking and content team builds a robust network of high-quality inbound links from hospitality publications, travel blogs, and industry directories — while hospitality-specialized copywriters create blog content that engages guests and earns editorial placements.

What This Includes

- High-authority link acquisition
- Hospitality publication outreach
- SEO-optimized blog content
- Monthly reporting dashboard

Monthly

transparent link & content reporting



SEARCH VISIBILITY

SEO – Search Engine Optimization

SERVICE 04 OF 9

When travelers search for hotels in your destination, you need to be at the top of results. Our hospitality SEO specialists conduct in-depth keyword research, optimize technical architecture, enhance your Google Business Profile, and build the content ecosystem that search engines reward with prominent placement.

What This Includes

- Hospitality keyword strategy
- Technical SEO audits
- Google Business Profile optimization
- Local & global ranking improvements

3x

average ROI increase for clients



COMMUNITY & CONTENT

Social Media Content & Management

SERVICE 05 OF 9

Social media is where your guests dream about their next vacation. Our team creates scroll-stopping content that showcases your property's atmosphere and amenities, managing Instagram, Facebook, TikTok, and LinkedIn with a consistent content calendar and performance-driven paid campaigns that convert followers into booked guests.

What This Includes

- Multi-platform content creation
- Community management & engagement
- Paid social advertising
- Influencer partnership coordination

4+

platforms managed under one strategy



CONVERSION RECOVERY

Remarketing

SERVICE 06 OF 9

Most travelers visit a hotel website multiple times before booking. Our remarketing campaigns target past visitors with precision, using advanced audience segmentation to tailor retargeting ads across Google Display Network, Meta platforms, and programmatic channels — dramatically improving conversion rates and reducing cost-per-booking.

What This Includes

- Advanced audience segmentation
- Multi-channel retargeting
- Dynamic ad personalization
- Conversion funnel optimization

98%

client retention rate



HIGHEST-ROI CHANNEL

Email Marketing

SERVICE 07 OF 9

Email remains the highest-ROI channel in hospitality marketing. From pre-arrival sequences to post-stay campaigns that drive reviews and repeat bookings, we design responsive, deliverability-optimized campaigns and build automated journeys that recover abandoned bookings and nurture loyalty members 24/7.

What This Includes

- Automated booking recovery
- Guest loyalty nurture sequences
- List segmentation & personalization
- A/B testing & performance tracking

24/7

automated guest journeys



Website Design & Management

SERVICE 08 OF 9

Your website is your most powerful direct booking tool. We design and build hospitality websites that are visually stunning, lightning-fast, and optimized to convert visitors into direct bookings — then keep your digital home up-to-date, secure, and performing at its peak with ongoing management.

What This Includes

- Conversion-optimized design
- Mobile-first development
- Booking engine integration
- Ongoing updates & maintenance

15+

years of hospitality web experience



ON-PROPERTY EXPERIENCE

Digital Signage Design

SERVICE 09 OF 9

First impressions happen in the lobby. Our digital signage service creates eye-catching, on-brand content for lobby screens, restaurant menu boards, pool areas, and event spaces — with senior account managers coordinating daily, weekly, and monthly content so your screens never go stale.

What This Includes

- Brand-compliant creative design
- Video animation & motion graphics
- Content scheduling & delivery
- Event & promotional content

Worldwide

service coverage for hotel groups

LET'S BUILD YOUR MARKETING STRATEGY

Ready to Maximize Your Hotel Brand ROI?

Every hotel is unique. Let's talk about your property, your goals, and how our full-spectrum hospitality marketing team can help you achieve them — with no long-term contracts and transparent reporting every step of the way.

What to Expect

- Response within 24 business hours
- Complimentary initial strategy consultation
- No long-term contracts required
- Transparent pricing and reporting

Get in Touch

PHONE

+506 6007 0980

EMAIL

support@mistiowebs.com

SERVICE AREA

Worldwide — Serving hotels & resorts globally

ADDRESS

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