

European Seal of e-Excellence

REWARDING EXCELLENCE IN INNOVATION MARKETING



Gold Seal 2011



Company: Soft Economy Scarl

Website: www.umbriasoft.net

Country: Italy

Keywords: Supplier of Integrated services, portal operator, communication strategies, web marketing, customer relationship management, consultancy, web designer, local marketing, software provider, Google Adwords campaigns.

Company / Product profile: Umbriasoft.net is a quality website of tourist promotion that meets the needs of the hotels and all the other accommodations in the Umbria region. We provide the following services to hotels: a better visibility in the online tourism market; a customized full presentation of the hotel in the homepage, last minute offers, holiday packages; improvement of their ranking in search engines through Google Adwords advertising campaigns. In addition, we supply a state-of-the-art software called Passepartout (a management software for reservations, online booking, customers and financial administration) and Gastone-CRM (a program focused on the customer relationship management). We also provide promotional material such as leaflets and brochures, create websites and web marketing services. Umbriasoft.net is the only partner which concretely helps hotels etc. thanks to a constant collaboration.

