

When sites are
remembered...

New markets
are created.



STR

sitestheyremember.com





STR
sitestheyremember.com

We define and capture...

NEW AGE URL's



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sitestheyremember.com

Welcome to the new age of URL's

It's no longer enough to simply add .com to your name

It's time to Rethink how you use URLs
rethinkurls.com

You need a URL that Catches Attention
catchurls.com

So that you can Hook New Customers
hooknewcustomers.com

And Capture New Markets
capturemarkets.com



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Welcome to the new age of
URL's

Suggestive Behavior. Human behavior can be influenced, encouraged and altered. It is fluid in all human beings. In order to encourage suggestive behavior you need to be engaging and persuasive.



Our modus operandi

We Create www.newageurls.com to Build Business that-people-remember

We Leverage Trends to www.definenewmarkets.com that-people-remember

We Engage Customers with www.recallurls.com that-people-remember

We Seize www.mindlocation.com with Memorable Triggers that-people-remember

We Drive Prospects with www.calltoactionurls.com that-people-remember

We Capture Market Share with www.catchstrategies.com that-people-remember



What we can do for the Travel Industry

STR Research has identified and secured the following Call-to-Action URLs for the travel industry:

frequentlyflying.com
planepasses.com
planerewards.com
freekms.com
smallbusinesspass.com
bonuskm.com
repeatflyer.com
virtualkms.com
bulkticketsales.com
weekenderpass.com

airkms.com
airnorthamerica.com
betterwaytofly.com
corporatepasses.com
bonuskms.com
freedomtoflyyourway.com
needmiles.com
massiveincentive.com
massiverebate.com
northamericanpass.com



Proposal for the Travel Industry

Leverage your catch URL through radio

STR recommends that prospects develop and secure URL's from the Catch Strategies presented.

STR would ask prospects to carefully consider a simple and powerful mechanism to evaluate these Catch Strategies through a National Radio Campaign (select markets) with STR & SkyWords Media.

- SkyWords Media is Canada's Largest Independent Radio Network
- SkyWords Media has 130 Affiliate Radio Stations Coast-to-Coast
- SkyWords Media offers Customized & Flexible Broadcast Solutions
- SkyWords Specialty Media (Mon-Fri, Morning & Afternoon Drive)



TRAFFIC REPORTS
ENERGY REPORTS
WEATHER REPORTS
COTTAGE COUNTRY TRAFFIC

BUSINESS REPORTS
SNOWMOBILE REPORTS
ENTERTAINMENT REPORTS



Thank You!

**We would like to Meet and
Show You How to Use
Phrase Equity to Catch,
Capture and Propel!**

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Radio value rises as internet usage grows: Foundation Research

1. 39% of Canadian adults listen to the radio while surfing the web, significantly higher than other media.
2. Over 40% of Canadian adults have typed a website address after hearing it on the radio.
3. 57% of adults indicated that a radio ad had prompted them to visit a website to learn more about the advertised product or service.
4. 37% of adults that were prompted by a radio ad to visit a website actually purchased the product.



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