



Success Story:
Outsourcing Services USA

Industry

Hospitality

Problem

EcoGreen hotel's main focus is to optimize their visibility to their customers and hoteliers so that they can participate in environmental improvement methodologies like integrating knowledge of energy solutions and construction experience in the hospitality industry.

Solution

Outsourcing emphasized on providing a solution to EcoGreen where they can achieve their goals by increasing the amount of visitors to their website and obtaining a high-ranking placement in the search results page of a search engine.

Results

EcoGreen's website got higher ranking in the search engines and had a positive impact on their growth as their services and products were easily visible to customers and hoteliers.

EcoGreen Hotels

An EcoGreen Energy Solution Provider



EcoGreen Hotels

www.eg-es.com

EcogreenEnergy Solutions offers complete solution for hotelier's existing building or new project. Operational solutions to drive down their monthly expenses. They focus on Vendor Neutral Partner by ensuring hoteliers are making the best energy savings decisions.

EcoGreen's Goal:

- Ensuring they focus on their client.
- Delivering operational savings is their goal.
- Deploying solutions with observable and measurable results.
- Solutions that positively affect earnings, energy and the environment.

Business Challenge

EcoGreen Energy Solution focused on gaining visibility over the search engines so that their products and services could reach to maximum number of people and hoteliers. They emphasized on brand building and expansion to international front which was a difficult task to accomplish with a newly launched informational website. The challenge was to choose a marketing strategy that can help in accomplishing their goals and improve the ranking of their website on the search engines and provide them a track of number of visitors and list of hoteliers who are interested in their services and products.



OUTSOURCING
SERVICES USA

Brand Development, Expansion to International Front and promotion of products and services

EcoGreen Energy Solutions was developed in 2007, with a desire to motivate hoteliers into contributing to meaningful conservation measures by reducing operational expenses through Green Initiatives. They focused on their reach to be toward Hoteliers and international expansions.

Solution

Outsourcing offered effectively cohesive promotion program for their services and products that was customized to suit their specific needs of increasing the traffic over their website and creating awareness about their environmental friendly services among their target audience and hoteliers. Outsourcing helped them in building a list of visitors to their website, who were interested in their products and services and need a timely update about changes.

Results

EcoGreen Hotels had become a leading voice in the Green Hospitality Industry. They had expanded to include International (Caribbean) Resorts, Commercial Sites, Auto Dealerships, Steel Factory's, Warehouses and so much more.

About Outsourcing

Founded in 2008, Outsourcing is a privately-held company that was reinvented in 2013.

Outsourcing mission from that point forward has been to develop and deliver an expanding set of unique Business Applications that help organizations perform better by enhancing the capabilities and impact of their workforce. Outsourcing operates with focus on a simple, lead objective – 100% Customer Success – which ensures success, is measured through the achievements of customers. For more information on Outsourcing solutions, visit <http://outsourcingservicesusa.com>



"I have been working with Outsourcing Services USA since October, 2008 when I launched an informational website. Since then we have become a leading voice in the Green Hospitality Industry. The work that Outsourcing team has done to support our online identity, security and search ability has shown wonderful results.

M. Scott Parisi
(President and Visionary)