

Audio Marketing Concepts

Aroma Marketing

The Power Aroma Marketing

It's happening one by one. In every industry imaginable. Aroma marketing is making an impact on how businesses connect with their customers.

Brand recognition

- Your valued guests will instantly remember your brand by its signature fragrance.

Stay longer & return

- Data shows that the power of scent drives loyalty and guests will return to your hotel.

Emotional connection

- Vanilla increases the sense of comfort, connect with your guests through the sense of smell.

The power of scent

- Put the power of scent to work for you with our hypoallergenic scents using dry-air technology that releases fragrance without sprays, aerosols or heated oils.

www.audiomarketing.ca



For today's travelers, hotels and resorts are destinations in themselves. From the moment guests are greeted they want to feel special and welcome. Guests become accustomed to the level of luxury and service professionalism that you offer, and they look forward to that pleasant sense of familiarity on their next stay.

You've gone to great lengths to design a hotel with décor and details that create an ambience to compliment your brand. Imagine being able to create a truly lasting impression, one that remains vivid, long after the stay is over.

Create a truly powerful connection with your guests

Your environment and brand can be enhanced through scent. With your own signature scent, you will create a truly powerful connection with your guests that is individual and unique.

Audio Marketing Concepts offers solutions for small lobbies and meeting rooms with the iScent to larger common areas with integration through the ventilation system. iScent and iScent 2 are perfect for hotels. It's also possible to control scenting in every room in a hotel all from the front desk. This solution uses the principles of wireless technology in conjunction with a network of scent diffusers to control multiple scent zones remotely.

Fragrance fact

The human sense of smell plays an important role in memory. Scent receptors in the nose connect directly to the section of the brain responsible for memory and emotions.



**AUDIO
MARKETING
CONCEPTS**

we give your business a voice!

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