

## Lodging Interactive Launches Search & Social Media Integrated Marketing Services for Hotels

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Lodging Interactive, a leading provider of interactive marketing services to the hospitality industry, today announced the roll out of comprehensive Search Engine and Social Media integrated marketing services to help hotels drive online awareness and bookings.

Lodging Interactive is taking hospitality Internet Marketing to the next level by combining its proven search optimization techniques with services that allow its clients to manage their online reputation in the rapidly emerging social media web2.0 environment. 'Social media web sites and specifically user generated content sites continue to evolve and are becoming increasingly important in the travel industry by having a direct affect on consumer buying decisions. It's only natural for hotels to start leveraging the enormous reach of these sites,' said Mr. DJ Vallauri, Lodging Interactive's President & Founder.

According to a recent Deloitte Consumer Product Group study, Deloitte found that 62% of Internet users read product reviews written by other consumers. In travel, 41% of US online leisure travelers use some form of social media tool in their travel research efforts.

'Our new Search & Social Media integrated marketing services enables our hotel clients to monitor online chatter and to join the conversation consumers are already having about them,' added Mr. Vallauri. 'By being proactive and utilizing our social networking tools, hoteliers can improve their guest services and stay in the loop while influencing new revenue opportunities.'

Some unique features of the Lodging Interactive Search & Social Media integrated Marketing Service are:

Professionally written optimized content for the hotel website

Management of a proactive search optimization program

Enhanced listings on over 60 local search engines & directories

Chatter Guard social media web site monitoring & alert service

HotelWebshow 2.0 with distribution to over 40 video sharing web sites

YouTube.com HotelWebshow posting

Social networking application to enable consumer image and video sharing

Web site RFPLink group lead generation service

Customized Interactive Google Mashup map to feature hotel proximity to local attractions

Richard Walsh, Lodging Interactive's Vice President added, 'Our integrated marketing service provides a single solution for managing both of the primary sources of online information being used by consumers to make their buying decisions, search engines and social media. The majority of hotel web sites are still not effectively optimized to gain more exposure on the search engines. The social media phenomenon opens new opportunities for hotels to gain real guest feedback to help them improve their facilities and by being responsive in the leading social web sites, they can reach more hotel shoppers. The majority of buying decisions today include information found online.'

Search and Social Marketing will not replace commercial advertising, but it will reinforce a commercial message and determine a sale. To this end, Lodging Interactive has launched its Search and Social Media Marketing Service, at this time, because these integrated services are critical to hotels as they plan and budget for the months ahead. What and how a hotel presents their information online is critical. The fundamental goal for Internet marketing is to build a strong and diverse online presence, one that will bring shoppers to your website. A hotel's website is the 'point of sale' for transient, SMERF, corporate and groups online as well as phone reservations.

### **About Lodging Interactive**

Lodging Interactive is a leading provider of Internet Marketing Services to the travel and lodging industries. The company provides a portfolio of effective Internet Marketing Services to hundreds of hotels, resorts, timeshares and bed and breakfasts worldwide.

The Company also offers effective online tools and services: [hotelBLAST.com](http://hotelBLAST.com), a self-service email marketing system, [ChatterGuard.com](http://ChatterGuard.com), an online social media monitoring and reputation management system, [CommentCards.com](http://CommentCards.com), a full-service business-2-consumer comment card service, interactive [Google mapping services](#), [eProposal Rapid RFP Response System](#), an online RFP response tool for Sales Managers, and [RFPLink.com](http://RFPLink.com), a group RFP lead generation and reporting system.

Lodging Interactive clients include branded properties such as Marriott, Sheraton, Hilton, Radisson, Crowne Plaza Hotels, Doubletree Hotels, Candlewood Suites, Best Western, Wyndham Hotels plus numerous independent properties.

The Company is headquartered in Parsippany, NJ and can be reached at 973-402-4970 or by visiting its website at [www.LodgingInteractive.com](http://www.LodgingInteractive.com). Lodging Interactive's [HotelCast2.0](#) can be heard by visiting [www.LodgingInteractive.com/podcast.htm](http://www.LodgingInteractive.com/podcast.htm).

Lodging Interactive is a proud member of the American Hotel & Lodging Association (AH&LA), The California Hotel Association, and a supporter of the Hotel Sales & Marketing Association International (HSMIAI). For more information you can also contact Richard Walsh, Vice President of Business Development at [rjwalsh@lodginginteractive.com](mailto:rjwalsh@lodginginteractive.com) or at 973-402-4970.

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