

Lodging Interactive Launches Travel 2.0 Marketing Services for Hotels - HotelSocialBlogs.com

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Lodging Interactive, a leading interactive marketing agency servicing the hospitality industry, today announced the roll out of its Travel 2.0 Marketing Services for Hotels, HotelSocialBlogs.com. Through HotelSocialBlogs.com hotels can leverage Travel 2.0 technologies to maximize their online reach through conversational marketing opportunities on major social media websites such as Facebook, MySpace, Squidoo, Twitter and many others.

'Research indicates there are over 72 million registered users who interact on social media websites at least once a month. And, 89% of US online buyers read customer reviews before they make a purchase,' said DJ Vallauri, Lodging Interactive's Founder and President. 'Social media websites are a viable distribution and marketing opportunity for hotels that will continue to grow. Our HotelSocialBlogs.com Travel 2.0 Marketing Services seeks to exploit this opportunity in a manner that makes it easy for a hotel to 'join in the conversation'.

HotelSocialBlogs.com is a turn-key marketing service which leverages Travel 2.0 technologies to extend a hotel's online branding, marketing and communication strategies. HotelSocialBlogs.com combines blogging, RSS feed syndication, Twittering and email harvesting with hotel profiles on Facebook, MySpace, Flickr, Twitter, Photobucket, Squidoo, Wikipedia and others.

'While it is important that you monitor social media websites to stay informed about guest experiences and opinions, it is equally important to join the conversation and to present your hotel to potential guests in a social environment,' added Mr. Vallauri.

HotelSocialBlogs.com provides RSS feed syndication which 'pushes out' hotel specials, promotions and announcements to subscribers. In addition, HotelSocialBlogs.com is fully integrated with the major social media websites via Travel 2.0 custom widgets and badges. The result is fast and cost-effective distribution of a hotel's marketing communications to millions of potential social media members.

Sample HotelSocialBlogs.com integrated distribution platform:



Richard Walsh, Vice President of Business Development for Lodging Interactive added 'The basic element underlying an effective hotel marketing strategy is to provide relevant and appealing information and social media extends this ability beyond just a presence on the page, it opens the door for a personal dialogue with a past or future guest. The goal as with all online marketing is, of course, to attract potential guests to your website. But, it is also an opportunity to create a viral network of guests and potential guests. The unique benefit to social media is the opportunity to build a relationship between buyers and sellers. Your social media relationship will exist prior to the purchase as well as after the purchase, creating a viral network of guests and potential guests. Social Media will not displace commercial advertising or brand standardization, but it does provide an opportunity for each hotel to deliver its unique sales message, interact with past and future guests, travel agents and meeting planners directly and to build on its presence where shoppers go to make their buying decisions.'

About Lodging Interactive

Lodging Interactive is a leading provider of Internet Marketing Services to the hospitality, spa and restaurant industries. The company provides a portfolio of effective Internet Marketing Services to hundreds of hotels, resorts, timeshares, spas and restaurants. Clients included branded hotels from nearly every major brand as well as prestigious, landmark independent hotels.

The Company offers effective online tools and services: ChatterGuard.com, an online social media monitoring and reputation management system, HotelSocialBlogs.com, a turn-key Travel 2.0 Distribution & Marketing service, CommentCards.com, a full-service business-2-consumer comment card service, eProposalSystem.com, an online RFP response system hotel Sales

Managers, RFPLink.com, a group RFP lead generation, HotelDirectBook.com, a consumer hotel portal, and reporting system, DiningClick.com, Internet Marketing Services for the restaurant industry, and Spa Interactive, Internet Marketing Services for the health spa industry.

Lodging Interactive is a proud member of the American Hotel & Lodging Association (AH&LA), The California Hotel Association, the Day Spa Association, and a supporter of the Hotel Sales & Marketing Association International (HSMIAI). For more information contact Richard Walsh, Vice President of Business Development at rjwalsh@lodginginteractive.com or at 877-291-4411. The company's website is located at www.LodgingInteractive.com.

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