

HOSPITALITY MARKETER EXTENDS SOCIAL MEDIA PORTFOLIO

GCN Member & hospitality marketer apt marketing & pr is extending its range of social media tools, following considerable success with its news 'snippets' site and other blogs within the sector.

For almost a year, apt has been releasing news to the hospitality press via a blog-style 'snippets' site [www.aptsnippets.com], subscribed to via email or RSS feed. Visitors and subscribers can get the latest news and information from its range of hospitality clients. Due to its popularity, apt has now extended this service to the rest of its client portfolio and developed its range of social media tools.

apt was one of the first UK agencies to embrace the social media phenomenon and has been leading the way on the use of innovative web-based tools to deliver integrated PR & marketing campaigns for hospitality clients. One blog has already attracted nearly 2,000 unique visits since its spring launch and a recent YouTube clip has already been viewed 1,000 times.

apt's clients are finding that this new way of customer interaction has many benefits, including increasing Search Engine Optimisation (SEO), presenting a personal side to their business and, ultimately, driving sales. A number of packages are available, from monitoring companies' online identity to implementing an entire social media strategy.

Ends

5 July 2007

Further information:

<http://www.aptmarketing.co.uk/>

<http://www.aptsnippets.com/>

<http://stories.servicealert.biz/>

<http://www.youtube.com/user/AmericanMuseum>

Notes to Editors

1 Social Media is the collective name that has been given to the variety of web-based tools that have transformed the way the internet works, enabling a constantly evolving dialogue between people with shared interests and similar needs.

2 Blogs are essentially online diaries generally following a particular theme – in this context tied into the client's business – providing personal 'opinion pieces' for readers to comment on and links to other related information.

3 RSS feeds enable automated delivery of content whenever it is added or updated. This enables people to track sites of interest and have the latest information delivered direct to them, without having to manually search for it.

4 apt marketing & pr ltd is a full service marketing and PR agency with specialist knowledge and experience in the hospitality sector. apt forms strong relationships with its clients and becomes an expert in their business. With a diverse, creative staff, apt can bring a unique marketing perspective and has a proven track record of delivering results across a range of sectors.

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