

# InnLink

As an industry leading reservations service and representation company, InnLink LLC provides an increasing array of reservation products and services for hotels and hotel companies.

## PUBLIC RELATIONS PUTS SOFTWARE LEADER IN NATIONAL MEDIA SPOTLIGHT

### LEADING THE INDUSTRY

InnLink now boasts a dramatic rise in visibility thanks to the efforts of Atlanta-based public relations firm Write2Market.

### RESULTS

After just **eight weeks**, InnLink

- is featured in top trade publications, including *AAHOA Magazine* with 18,000 monthly subscribers.
- is featured on tnooz.com with 99,000 unique monthly visitors.
- is featured on a traffic-heavy radio station with 50,000 unique listeners, 20 percent target audience.
- has secured over six journalist interviews.
- has secured bylined article opportunities.
- is recognized as the technology spotlight in *AAHOA Magazine*.
- enjoys 250 percent ROI to date.

### OBJECTIVES

- Measurably raise awareness for InnLink services and facilitate access for the industry's decision-makers.
- Recognize and reach the target audience.
- Create industry leadership.

#### PROBLEM

How do we create awareness?

How do we reach our target audience?

#### THE TRIPLE A INDUSTRY LEADERSHIP METHODOLOGY

Create **access** to trade publications looking to showcase specific trends in the industry. Facilitate communication and create opportunities.

Raise **awareness** through speaking opportunities at conferences, bylined articles in trade journals, bring in industry honors and **awards** and create access for the industry's decision-makers.

DO YOU WANT TO BE RECOGNIZED AS AN INDUSTRY LEADER?

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WRITE2MARKET.COM