



## MARKETING KEYS TO SUCCESS

### HOW TO MAXIMIZE YOUR REVENUE AND VISIBILITY THROUGH PREFERRED HOTELS & RESORTS

---

#### **Participate in The Marketplace:**

- ✓ Elevate your property's visibility and revenue on a global, regional, and local level
- ✓ Inspire Travelers to think about their NEXT destination by joining WHERE NEXT?
- ✓ Allow us to BID on your brand name on PPC to compete with the OTAs
- ✓ Join The Marketplace TODAY: [themarketplace.preferredhotels.com](http://themarketplace.preferredhotels.com)

#### **Express & expand your unique brand voice through Preferred's portfolio of publications**

- ✓ Drive strong brand awareness to the highly engaged B2C and B2B luxury audiences.
- ✓ For brand publication consultation contact: Elizabeth Allerton-  
[EAllerton@PreferredHotels.com](mailto:EAllerton@PreferredHotels.com)

#### **Engage with @preferredhotels on Social Media**

- ####
- ✓ Elevate your social media presence by engaging with Preferred on Social Media
  - ✓ Learn more about our Social Media best practices here –[preferrednet.net/marketing/social-media](http://preferrednet.net/marketing/social-media)

#### **Share your best content**

- ####
- ✓ Feature your brand in the best light by sharing your best images and videos with us
  - ✓ Share your content by emailing: [webcontent@preferredhotels.com](mailto:webcontent@preferredhotels.com)

#### **Unlock your full potential by participating in I Prefer Marketing Campaigns**

- ####
- ✓ Reach an audience of engaged loyal customers with our members' exclusive marketing opportunities.
  - ✓ Register your interest: [HERE](#)