

PRESS RELEASE

A new approach for using content to market global destinations in social media

tmf dialogue marketing and associate piranha press & media relations provide core services and technology for the management of destination and event related news and other content.

tmf dialogue marketing, IMEX 2012: Traditional pr and marketing methods do not allow to integrate the growing number of social media channels and content concepts. The future of destination news and content lies in creating valuable content that optimizes the dialogue between an organisation and its customers, while saving costs and resources. tmf's new concept for destination content marketing helps to process information to the markets and media – both traditional as well as online.

tmf dialogue marketing and associate piranha press & media relations provide a series of new services based on a unique content marketing platform and that has been particularly developed for pr and marketing purposes jointly with their co-operation partner Crossmint from Maastricht, The Netherlands.

Among those new services are:

- Social Media Planning Workshops for Destinations for teams working in MICE, tourism, destination marketing and responsible for PR, marketing communication, promotion and sales
- Social Media Introduction and Planning Workshops as a value-added service for destination partners or members
- Web 2.0 sites & platforms for organisations working in MICE, tourism and destination marketing, allowing co-creation concepts (3rd parties' managing their own content on the core site)

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- Providing content for and setting up Social Media Newsrooms, which can be integrated into the destination website (see here for an example: <http://www.tmf-dialogue.net/newsroom/norway/>)
- Enabling online content for offline print (database publishing/web-to-print) by using web platforms as the central storage of all content and creating actualised brochures on-the-fly.
- Managing multi-channel and multi-language news and content for destinations, congresses, events and projects on an on-going basis

The management and handling of a growing number of social media channels represents a big challenge for service suppliers and people engaged in PR and Marketing.

With tmf and piranha's new service, structured and "simple" processes to create content that attracts attention are enabled. Key messages can be distributed to target audiences in selected or global markets and across all relevant social media platforms (e.g. Twitter, Facebook, LinkedIn etc.) and more traditional channels (websites, e-mail, even brochures).

tmf dialogue marketing matches new content marketing services with excellent personal contacts in key markets through a sophisticated mix of live communication, media and pr work, lead generation and sales support and state-of-the-art Web 2.0 social media marketing solutions for multi-channel content publishing.

Clients of the group are leading convention bureaus, tourist offices, venues, hotels and other service providers in Europe and worldwide. Well-established in the global meetings and tourism community for over 17 years, both agencies have a unique expertise in content creation and developing industry and media relations for their clients.

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