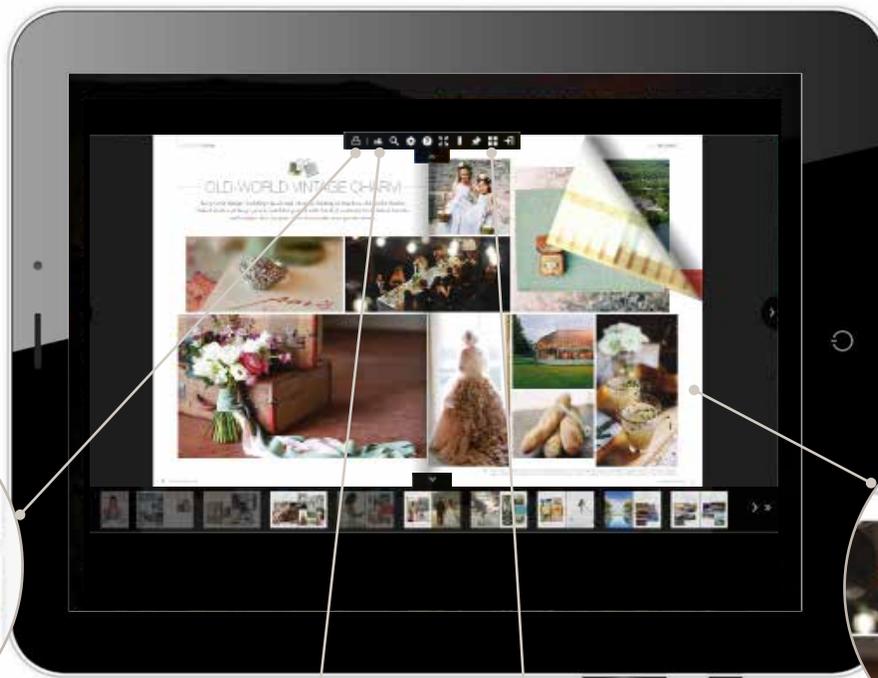


HOW TO LAUNCH YOUR HOTEL MAGAZINE ONLINE

One out of every three US travelers will plan a vacation online this year, which means having a strong online marketing presence is more critical than ever before. Utilize your online custom magazine to ensure you have a potent marketing tool that explains the value of your hotel, your destination, and your amenities to guests.



Print

Click to print high-quality pages.



Share

Click here to share via e-mail and social media, including Facebook and Twitter.



Index

This thumbnail allows for easy navigation of content.



Zoom

Click anywhere on the page to zoom in on brochure content.

USING YOUR MAGAZINE ONLINE

Gain more exposure for your hotel magazine by featuring an image of your magazine cover that links to the online magazine. Your account representative will provide you with both the image and the hyperlink.

Showcase on Your Website

1. Determine whether you have administrative access to your website. If not, contact your website manager.
2. Open your website editor and go to the page on which you want to feature your magazine link.
3. Import the cover image from your computer and place it where you want it on the page.
4. In the editor, click on the image and look for "custom URL" or "link." Paste in the magazine link provided by Hawthorn Creative.
5. Save and double-check that the image is properly linked.

Share in E-mail Signatures

1. Start a new message in Outlook. Select Insert > Picture from the top navigation bar.
2. Upload the thumbnail image.
3. Choose Insert > Hyperlink and paste the link provided by Hawthorn.
4. Choose Edit > Select All, then Edit > Copy. Choose Tools > Options from top navigation bar.
5. Click the Mail Format option, then Signatures. Create a new Signature with a name of your choice, then Paste, then Finish, then OK.
6. Check to ensure your image and link show up in your e-mail signature.



EXPANDING YOUR ONLINE REACH

Once the electronic version of your custom magazine is up and running, you can achieve more connections with your target audience through the following digital methods.

Social Media

Post a link to your magazine on Facebook, Twitter, LinkedIn, and other major social media pages to build connections and share content.

Website

Place your thumbnail image and link on any page on your website to drive guests toward your online magazine and further promote your hotel.

Internal communications

Create brand consistency throughout your communications by presenting a clear brand message. All print and electronic correspondence should have a link to your online magazine.

E-mail Correspondence

Embed the link to your e-Magazine within your outbound e-mail signature.

Custom E-mail Campaigns

Advertise your custom magazine through continuous e-mail campaigns sent to past and present clients and customers. Include the publication link through your company's monthly print and digital newsletters.

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