



The Travel PR Report

A Free Service for Travel Marketing Executives Issue 16



In this issue

As digital marketing takes on increased importance, consumers can be confused when native advertising is clothed as editorial. The FCC offers [some guidelines, below](#).

Guest columnist, [Randye Spina](#), suggests that rewarding loyalty is the best road to marketing success. And we take a look into [whether focused or mass press release distribution](#) is more effective.

We welcome your feedback and suggestions for future topics. In the meantime, I wish you

Happy reading,

Linda

Digital Marketing: When it's an ad by any other name

Do you know the difference between content and an ad? When is an ad considered content and when is content an ad?

The Federal Trade Commission has issued new guidelines for businesses engaged in native advertising. Native ads often mimic the look of the site and the pages where they appear.



If you're confused about what native advertising really is, the FTC defines it as, "content that bears a similarity to the news, feature articles, product reviews, entertainment, and other material that surrounds it online."

The question becomes: can the reader or viewer differentiate between legitimate content and an ad masquerading as content? What is deceptive advertising? Read more about what the FTC considers as [deceptive and as permitted advertising](#).

Guest Column: Discounting and Brand Loyalty



*Randye Spina has held senior level marketing and communications positions in corporate America for almost two decades and since 2007 runs [Affordable Marketing Solutions, LLC](#) - a small business marketing consultancy. She has authored the book, *Affordable Marketing Solutions: Proven Techniques to Profitably Market Your Small Business*.*

Marketers are under more pressure than ever to discount prices, as many in the travel and related businesses know. But, don't let it diminish your brand.

Here are some helpful tips on how to discount wisely:

1. Focus on retention marketing - Concentrate on marketing around your existing customers. Because acquisition can be up to 10 times more expensive than retention you'll want to focus on retention marketing.

For instance, if a cruise line needs to sell excess inventory for a last-minute sailing, an email announcing the lower price to existing passengers as their first-line audience, may help sell the inventory without having to publicly announce a discount on price comparison travel sites. The end result: a more stable brand image.

[Read more...](#)

Subscribe to the Travel PR Report

Mass Press Release Distribution Services: To buy or not to buy?

"Get your message to thousands of media."

Sounds seductive doesn't it? A number of online media distribution services promise to deliver your press release to thousands of outlets across the internet. So what should you do?

We conducted our own informal research using an online service, and analyzed some



statistics. One press release had 12,000 impressions the day it went out. That means it merely popped up 12,000 times on the internet.

We compared the same press releases sent to our own proprietary, individually researched and targeted press list. What is the best way to go? [Read our findings.](#)

Tidbits

According to eMarketer, Google and Facebook are estimated to account for more than half of all digital ad spending on mobile in 2015.

 [Forward to a Friend](#)

Resolve to Improve your P.R. program

Now is a great opportunity to rethink and retool your public relations program. Visit our [web site](#) to learn how we can help convey your brand image. Or [contact us](#) for more information.



Speak Your Way to Success

Confidently delivering a speech or giving an engaging presentation are crucial skills in today's fast-paced business environment. Did you know that we also provide public speaking training?

For more information, tips, and class schedules check out our blog, [the Public Speaking Wire](#), follow us on twitter, or contact us.

[Body Language Classes](#)
[Coaching Confidence Builders](#)
[Podium Pointers](#)
[Presentations](#)
[Public Speaking](#)
[Tips Speaking Do's](#)

About Us



[Kundell Communications](#) provides a wide range of public relations and marketing communications services to the travel, tourism, and lifestyle industries, from targeted local efforts to nationwide multimedia campaigns.

A training division offers seminars in public relations and public speaking techniques. The firm brings more than 30 years of experience and a roster of top-quality professionals.

Contact us at 212-877-2798 or via email, at linda@kundellcommunications.com.

Members of:

Society of American Travel Writers

Public Relations Society of America

Kundell Communications | Kundellcommunications@gmail.com |
www.kundellcommunications.com | 212-877-2798

See what's happening on our social sites:

