



FOR IMMEDIATE RELEASE

AUGUST 2, 2016

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**LURE AGENCY AND HOLDEN MARKETING JOIN FORCES
LAUNCHING REVENUE DRIVING HOSPITALITY CONTENT MARKETING PROGRAM**

SAN DIEGO, CA – [Lure Agency](#), a full service, marketing agency specializing in content marketing for the hospitality industry, announced a new partnership with [Holden Marketing Group](#). The primary purpose of the partnership is to add depth of expertise and on property hotel experience to the program. Cory Falter, founder and chief creative officer for Lure commented, “The team at Holden Marketing brings over 40 years of hotel experience and having been on property they understand the intricacies of hotel marketing that can only be obtained working directly in that environment. Their background is the perfect complement to our existing skill set and growth strategy moving forward.”

The hospitality content marketing program, which is widely used in other industries, is relatively new to hotels and resorts. The highly trackable and well-proven program:

- Increases the Internet footprint for independent hotels allowing them to compete online with brands and chains
- Increases website visits
- Increases social media engagement and followers
- Increases email databases
- Delivers qualified leads for the lucrative weddings and group meetings markets.

The primary function of the program is to engage with potential customers at the beginning of

the buying process by creating and promoting content that draws them to the hotel website. Holden Marketing will oversee the development of strategy and program management while the Lure Agency provides the technology, execution and support.

About Lure Agency

Lure Agency is a full-service boutique branding and inbound marketing agency with a passion for lifestyle brands including: hospitality, food and beverage, spa, health & wellness and retail luxury. Their goal is bold, yet simple: To raise ROI and revenue for their clients. Lure Agency partners with clients across the nation and around the world and is recipient of numerous awards industry awards and has appeared on Travel Channel's "Hotel Impossible" for their industry insights. For more information on Lure Agency, visit www.lureagency.com.

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Lure Agency

Lure Agency is more than marketing. Lure Agency is a team of inbound marketing professionals who are determined to dive into the souls of their clients. True results stems from passions that get converted into purchases. Purchases that then transform into loyal followings. Lure Agency is based out of San Diego, California, but has clients across the nation and around the world. Analysis, content and accountability make up Lure's process behind the passion, and prove the results of the Agency's hard work.

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An agency that transcends marketing to embody and deliver passionate results. Lure Agency is a full service inbound marketing agency committed to creative and innovative thinking - thinking that will PASSION. MUCH BETTER THAN PUSHY.

Enter Lure Agency, where you'll meet a group of visionaries focused on bringing clients brands out of the depths of media, and into the spotlight. Bora Bora, Audrey Hepburn, and Egyptian Cotton. What's the connection? Allure. We capture the essence of brands, making them irresistible to consumers. It's as simple as the Law of Attraction. Emphasize the desired outcome to will it, and work it, into reality. Passion drives everything we do.

We'll dive into the soul of your business to uncover content that will captivate your audience. Your target market exists because they share your essence, understand how to capture that essence, and you've deepened the relationship. We create genuine content that taps into their passions. We'll begin campaign components with organic conversation and watch the leads develop. Passions are converted to purchases. Purchases are then transformed into loyal followings. Success ensues.

Analysis. Content. Accountability.

The Process Behind Passion-Based Marketing.

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