

# Public Relations & Social Media

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From full-scale public relations and integrated social media programs to specialized à la carte services, PHG Consulting delivers bold, customized strategies that create awareness, stimulate interest, influence action, and ultimately drive bookings from key source markets.

- Full-Scale PR Programming
- Full-Scale Social Media Programming
- À La Carte Services

# Full-Scale PR Programming

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Full-scale programs are designed for a minimum of six months to efficiently penetrate target markets and generate strong, lasting awareness and engagement.

- Counsel with hotel on goals, target markets, PR issues, and key messaging
- Creation and implementation of a comprehensive PR plan
- Ongoing ideation of creative story angles, event ideas, and promotional initiatives
- Reactive news bureau services
- Evaluation and recommendations on media inquiries
- One experiential media event every six months
- Provision of a monthly activity report

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# Full-Scale Social Media Programming

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# À La Carte PR and Social Media Services

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Our à la carte services that can be implemented separately or in combination, depending on your needs and budget.

- Media/social influencer events in target markets
- Traditional media/social influencer FAM trips (securement of media, coordination and execution)
- PR/social media assessment and plan development
- Press release development and distribution
- Media desk-sides in target markets
- Social media counsel and provision of a target influencer list
- Social media advertisement campaign
- User-generated content strategies



# Ready to learn more?

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Contact us to learn how PHG Consulting can help you meet your revenue goals.

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