

Univalence Launches New Facebook TravelPromoter Brochure Marketing Tool



TravelPromoter

TravelPromoter is a new free Facebook application uniquely designed to allow travel companies to publish their brochures in a search and browse format within Facebook, the world's most prolific social network.

Users can browse details of each travel product, share comments and reviews with their friends, view pictures and videos, Like, and even book holidays. Many travel companies have established their presence on Facebook, but have so far lacked the tools to make the world's largest social network an efficient and viral marketing channel.

Travel agents, tour operators, tourist offices, airlines, resorts and hotels can all take advantage of TravelPromoter's unique feature set to reach out to current and potential customers across all demographics and territories. Geir Haugen, director at Univalence, commented "successfully using Facebook for increased brand awareness, richer customer engagement, cheaper and more efficient customer acquisition and now sales are all finally possible for any travel company or tourist office, big or small, using TravelPromoter."

To try out the TravelPromoter application on your fan page use the link:

<http://www.facebook.com/travelpromoter>

About Univalence: Univalence Ltd is a London-based company working directly with clients and agencies offering f-commerce Facebook applications primarily to travel companies and retailers. Univalence offers customised, branded, fully integrated transactional applications as well as free-to-use applications.

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Date: 2011-06-08

Article link:

<http://www.tourism-review.com/new-facebook-travelpromoter-brochure-marketing-tool-by-univalence-news2802>