



# POWERFUL PR AND MARKETING FOR HOTELS AND RESTAURANTS

Since 2007, Marketing Agency Shaw Marketing Services has been working with hotels and restaurants to improve their communication and achieve powerful PR in the local, national and international media.

## Clients Include

Marbella Club - Puente Romano - El Lodge - Hotel Claude - Hotel La Herriza  
Urban Villa - Kempinski Hotel Bahía – Témpera – El Banco – Posidonia





## Why should you use Shaw Marketing Services?

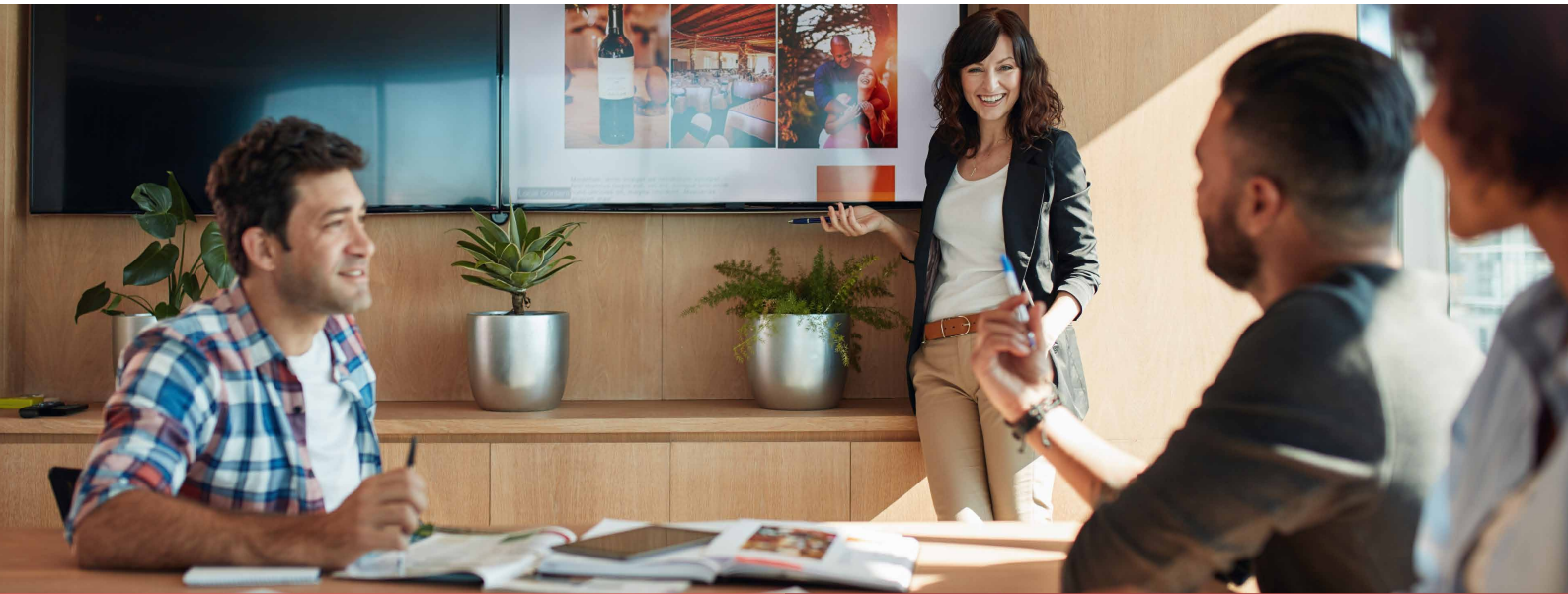
- Shaw Marketing Services are specialists in Marketing and Public Relations, online and offline, with over fifteen years of experience in marketing and events both in the UK and in Spain.
- We are a bilingual marketing agency, with native speaking PR and Marketing specialists working on each project
- We have extensive experience representing hotels and restaurants on a range of different projects to achieve their objectives
- Our media contacts are strong and extensive locally on the Costa del Sol, nationally in travel and lifestyle publications across Spain and in the UK and we are developing media contacts in Holland, Scandinavia and the US
- We are experienced in influencer marketing and know how to assess influencers, ensure they are aligned with the brand and objectives and communicate with them to agree the outcomes from the visit
- We run networking events and have a great list of local businesses to call upon for B2B marketing purposes and events
- Our strategic approach is based around our clients' objectives and we are able to manage the media to maximise PR coverage, encourage visits and reviews and support your in-house team with media visits and press releases





# An agency with a wealth of experience in the hotel and hospitality sector

We design our PR and marketing services around your needs and budget, as we know that no hotel is the same. However, here is how we've supported hotels and restaurants on the Costa del Sol before.



## MARKETING DEPARTMENT, COMMUNICATION & PR MANAGER

For almost two years we supported the Marbella Club, Puente Romano and El Lodge, handling their social media, copywriting, award entries, food and beverage promotion internally and externally, media relations locally, nationally and internationally, blog writing, email marketing, managing their international agencies and creating special events such as The Grill 50th Anniversary and champagne tasting events in the Champagne Room.



Marbella Club, Puente Romano and El Lodge



Hotel Claude Boutique Hotel

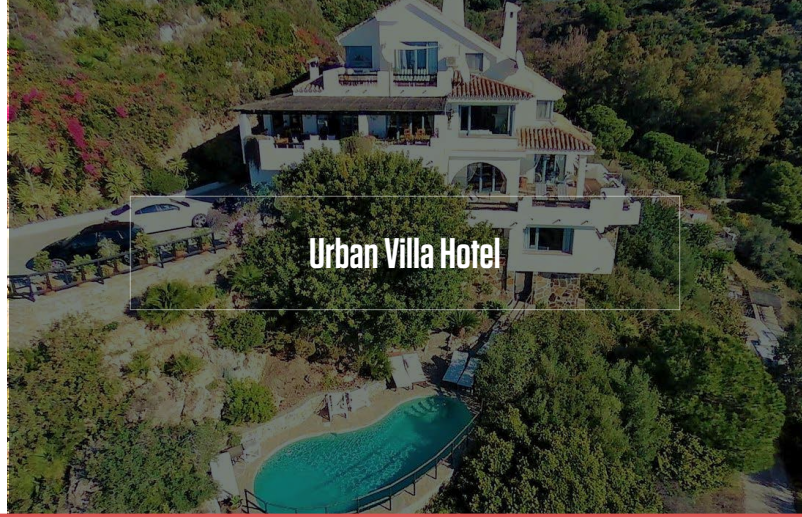
## HOTEL CLAUDE BOUTIQUE HOTEL

Georgina Shaw was Account Manager for the launch of this luxury boutique hotel and managed the team to launch it to national and international media. This resulted in coverage in publications such as Vogue and Elle. Shaw Marketing Services then worked with the hotel to prepare the award entry and helped them to win The Best Small Hotel Spain 2009 in The Europe & Africa Property Awards 2009. We also designed a template for them to use for regular email marketing.

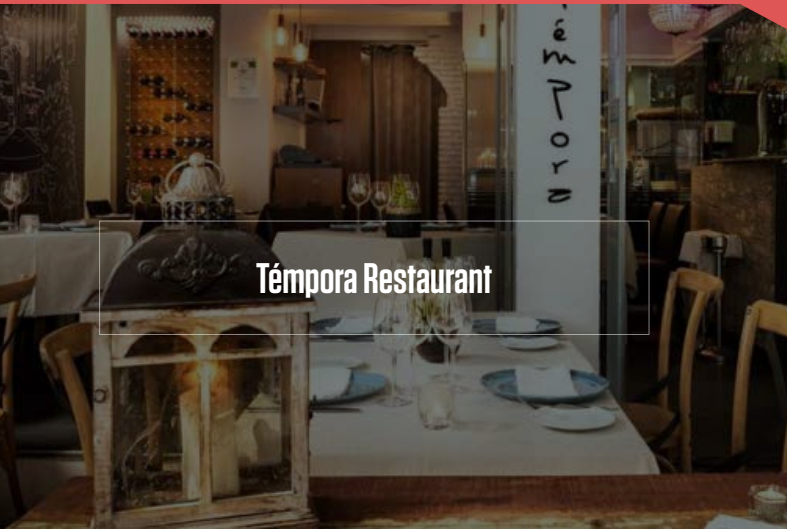


## URBAN VILLA HOTEL

We rewrote the content for this boutique hotel's website and created their blog content for a six month period.



Urban Villa Hotel



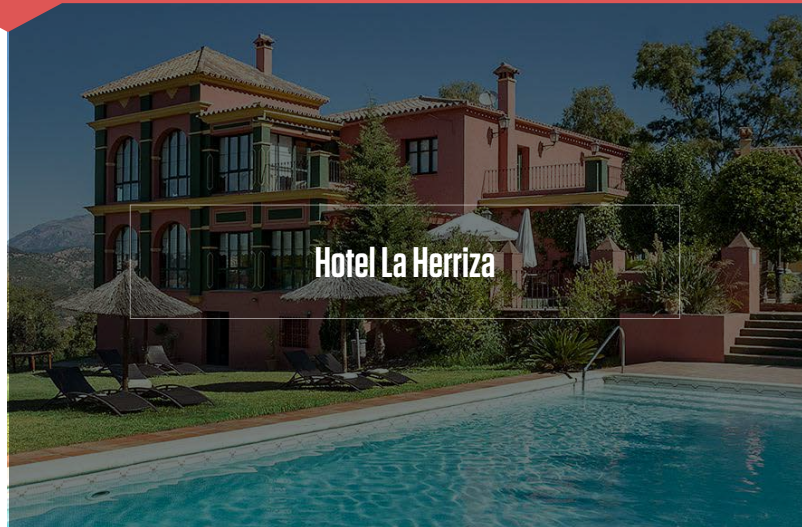
Témpora Restaurant

## TÉMPORA RESTAURANT

Increased awareness of Témpora restaurant in Marbella's Old Town to the expat residents and tourists on the Costa del Sol. As a result of the campaign we were able to secure articles in Essential, Hot Magazine and Select Magazine and it was reviewed by Marbellas.com as well as appearing on five other websites which helped them with their online presence as they didn't have their own website.

## HOTEL LA HERRIZA

Shaw Marketing Services represented this rural hotel to promote their 10th anniversary to the press and liaised with local town halls to secure the presence of the Mayor of Estepona.



Hotel La Herriza



El Banco Aloha Pueblo

## EL BANCO ALOHA PUEBLO

Launch campaign for this International restaurant including a launch event and media relations which resulted in coverage of 7,000€. Designing and writing their website, flyers, loyalty scheme, business cards. Event planning, consultation and outreach to the expat residents in the area as well as setting them up with good contacts for collaboration such as a Conversation Class company to hold weekly events at the restaurant.

**WE HAVE HELPED THESE HOTELS AND RESTAURANTS INCREASE THEIR VISIBILITY IN THE MEDIA AND THE LOCAL COMMUNITY THROUGH STRATEGIC PR AND MARKETING.**



## MARBELLA ESTEPONA

**Advertising value of PR generated in 2018 - 250,000€**

# Let us help you gain the visibility you deserve!

We believe that this experience and our strong multi-skilled, multi-lingual team put us in a unique position to promote your hotel in the best possible way and respond to the ever changing and demanding requirements of this sector.

With a detailed knowledge of public relations for the hospitality sector in Spain, the UK and further afield and a proven track record, you can trust Shaw Marketing Services to offer great value PR services.



# SHAW

MARKETING SERVICES

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