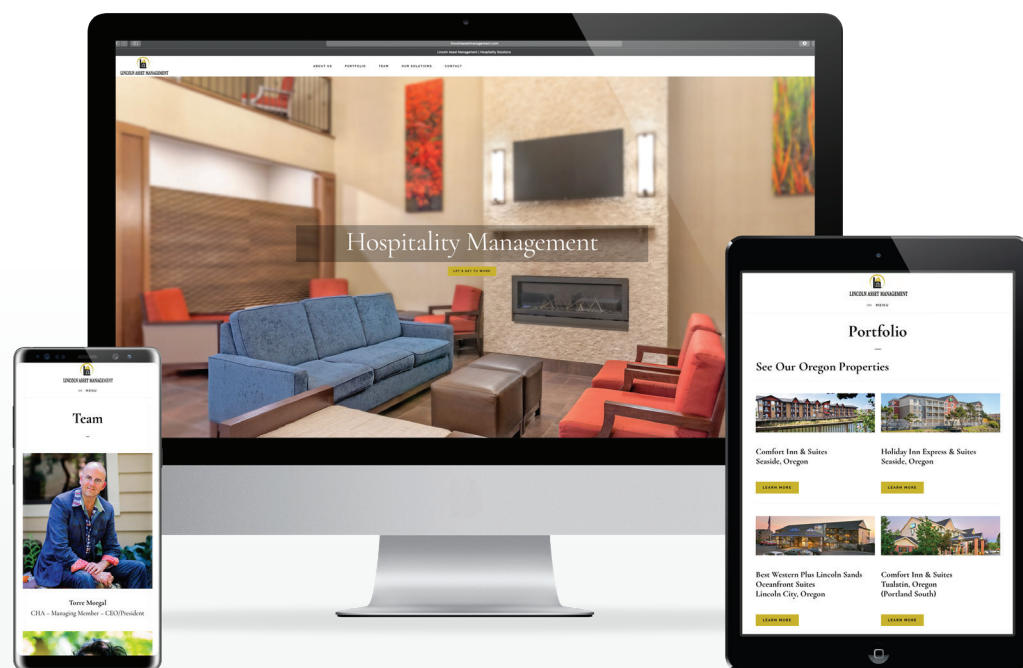


Lincoln Asset Management Implements Multi-Property Vanity Website Solution



After partnering with Travel Media Group and finding success with reputation management, review responses, and social media solutions, Lincoln Asset Management sought a vanity hotel websites solution. While brand websites offered a foundation for direct booking, the group wanted a more personal and direct method like our vanity websites, which increase bookings and convey their message to travelers.

Travel Media Group partnered with Lincoln Asset Management to provide eight vanity hotel websites. While each of the eight websites represents a unique property, Travel Media Group used modern themes and templates for a cohesive look across the portfolio. Every website is responsive for mobile and tablet devices, SEO-optimized for increased exposure, and focused on driving direct bookings. As part of the project, our website specialists also created a management group website. This allows Lincoln Asset Management to convey their core values, showcase their portfolio, and advertise their property management and development solutions.



“ We all have been delighted with the presentation and especially the patience your team displayed with so many modifications to the websites. It is a joy for me to know you have our backs in the world of digital marketing. ”

— La Wanda Jeffers, Lincoln Asset Management

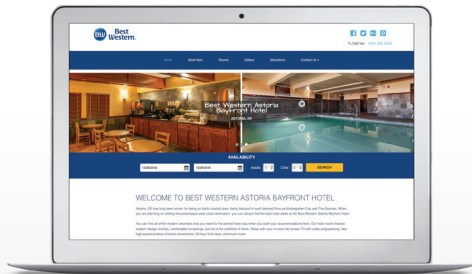
Responsive websites drive direct bookings for the entire portfolio.



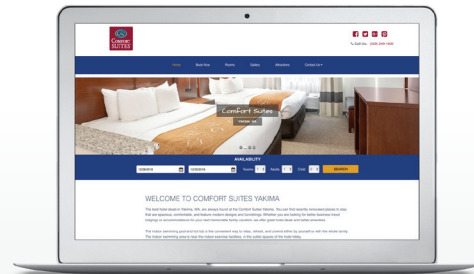
Best Western Plus Ellensburg Hotel
62.3% conversion in the last 30 days



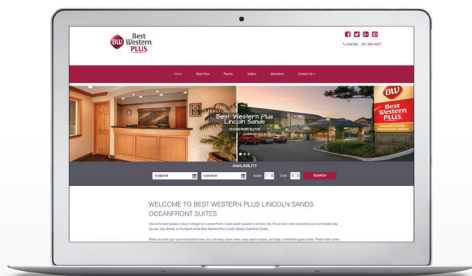
Comfort Suites Moses Lake
50% conversion in the last 30 days



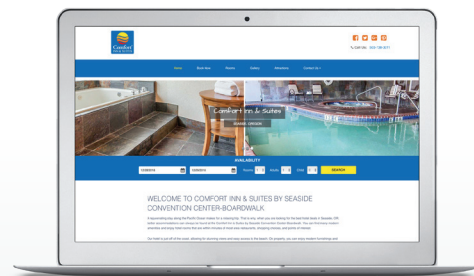
Best Western Astoria Bayfront Hotel
151 average conversion clicks/month



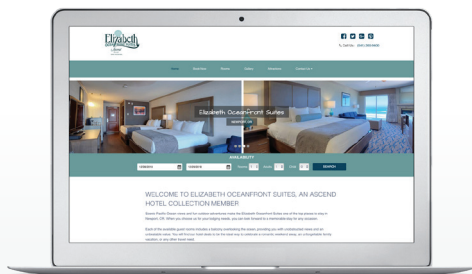
Comfort Suites Yakima
48.6% conversion in the last 30 days



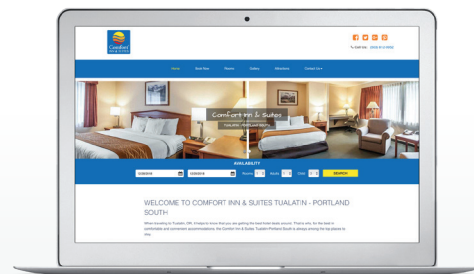
Best Western Plus Lincoln Sands Oceanfront Suites
191 average conversion clicks/month



Comfort Inn & Suites by Seaside Convention Center/Boardwalk
59.8% conversion in the last 30 days



Elizabeth Oceanfront Suites
1,558 average conversion clicks/month



Comfort Inn & Suites Tualatin
146 average conversion clicks/month

Call 888.656.2561 or visit trvl.media/website

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GROUP