

Put Eason Communications' Hospitality Marketing Experience to Work for You



We Bring Our Hospitality Sector Knowledge to Every Project

Eason Communications has created successful marketing and public relations campaigns for more than 70 hotels and resorts and a wide variety of firms that serve the hospitality field, including architects, interior design firms, construction companies, technology vendors, brokerage and financial firms, insurance companies, product vendors, credit card companies and others.

To learn more about our cost-effective marketing services, please visit www.easoncom.com or call (415) 242-5244.

Our Marketing Tools:

- ☑ News releases and media relations that promote your firm
- ☑ Newsletters that help sell through interesting articles
- ☑ Brochures that target specific market segments
- ☑ Ads that convey your company's unique benefits
- ☑ Direct-mail campaigns with measurable results
- ☑ Web sites and e-mail promotions that attract prospects

Please see the following page for case histories and testimonials from some of our clients.

Eason Communications' Selected Case Histories



Creating and marketing a green hotels conference

Assignment: Create and publicize a conference about “greening” hotels
Strategy & tactics: We helped create and market a conference in San Francisco for various firms with an interest in building and sustaining green properties. The well-attended conference featured industry experts, attracted a large and diverse crowd and received extensive media coverage.

Publicizing a property's unique renovation

Assignment: Generate publicity for the \$33 million renovation of the Sheraton Fisherman's Wharf in San Francisco

Strategy & tactics: We launched an aggressive media relations campaign which resulted in numerous articles in print and online publications in travel, meetings, architectural, interior design, construction and general consumer publications.



Marketing for a hotel brokerage company

Assignment: Publicize PKF Capital's hotel brokerage and consulting services

Strategy & tactics: Our assignment was to promote the firm's array of brokerage and financial services and to raise the profile of the principals. We launched a comprehensive PR and marketing campaign that included a customer newsletter, regular press releases, bylined articles, ads, direct mail, events and e-brochures. The campaign produced extensive coverage and increased visibility for the firm.

Client Testimonials

“During my career as an entrepreneur and former executive with Fortune 100 companies, I have hired and worked with consultants and advisors from across the globe. I count Eason Communications as a member of a select few of those that I would unconditionally recommend to provide you with more lasting value than you thought possible.”
– Ed Hope, President, Hope Development Company (hotel and resort developer)

“We hired Ellen Eason to help us launch the renovation and rebranding of our hotel in Walnut Creek. She took control of her role at every step and managed the timeliness and final output without the need for us to spot-check or follow-up. She had strong initiative and was genuinely vested in our success – a pleasure to work with.”
– Allison Bocan Handy, Regional Director of Sales & Marketing, Prism Hotels & Resorts

“Eason Communications helped us conceive and execute a very successful branding strategy as we launched what in effect was a new company. Eason used public relations techniques to position us as an industry leader in an intensely competitive environment. They generated an impressive array of publicity and worked seamlessly with my staff to help us generate new business. We appreciate their efforts and recommend them highly.”
– Bob Eaton, Executive Managing Director, PKF Capital

Eason Communications LLC

Your Marketing Team

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