

Platinum Play Online Casino increases communication with players through active Facebook page

Platinum Play's Facebook page used to communicate with online casino players, highlighting an industry trend utilising social media as an interactive tool.

PORTOMASO, ST JULIANS, MALTA, October 25, 2013 /EINPresswire.com/ -- Internet marketing such as email correspondence is still a big communication tool for companies. However, Social Media has and continues to dominate how people receive the most up-to-date news. The online casino industry including heavyweights like Platinum Play have been actively updating their Facebook page with news on new [Facebook promotions](#), games, winners and current tournaments.

Additionally, followers of their Facebook page are also offered an exclusive promotion, Guess and Win on a monthly base. The current Facebook promotion is titled Guess & Spin. Players are prompted to guess the name of a mystery online slot. The casino provides daily hints and players are required to click on the link provided in each Facebook post, or alternatively to click on the competition tab. They submit their answer in the entry form and include a valid casino account number, and are then entered into a lucky draw where they could win Free Spins – to use at the casino. The winners of these and other casino promotions and games are also highlighted through a number of posts on their wall.

Current casino promotions being promoted on the page include Rocktober, on until 31 October, offering a share of €70,000 in prizes. Escape to Paradise, another promotion, has a total of €120,000 in prizes on offer, with three top prizes of a €20,000 tailor-made paradise adventure to be won.

Games that have just launched at the casino, [Rhyming Reels – Georgie Porgie](#) and [Dolphin Quest](#) are also highlighted in posts.

Links to the Facebook page also take readers to corresponding blogs, where additional information on certain posts can be found.

Additional Social Media platforms which the casino is active on include Twitter. A spokesperson from the casino has stated that the next area that they will be targeting includes Google+ and Pinterest.

Greg Bettridge
Digimedia
+27117719099
[email us here](#)

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