

Merlot, a Next-Gen Lead Generation Service for Hotels, Launched in Select Locations

Merlot, an innovative lead generation solution aimed at the hotel industry, is now available for use in only a few select cities.



LONDON, LONDON, UK, September 24, 2018 /EINPresswire.com/ -- Merlot, an innovative lead generation solution aimed at the [hotel industry](#) and [hotel marketing](#), is now available for use in

only a few select cities. Businesses who choose to sign up for the service at this stage will receive access to all premium features Merlot offers at a discounted price. The company behind the project plans to expand it to more cities in the near future, and further incentivize potential clients with exclusive offers and promotions.

Merlot offers a unique approach to customer acquisition for hotels and hospitality businesses by automatically identifying and engaging prospective customers through social media. The goal of Merlot is to be an effective alternative to the major booking aggregators and online travel agencies, which charge their customers with high commissions. With this service, hotel managers will be able to increase the client base and popularity of their brand without spending a fortune.

Merlot works by constantly monitoring all major social networks (like Facebook, Twitter, Instagram, and others) and identifying potential customers while they are still in the research level – for example, sharing their vacation plans. As soon as a prospect is detected, the software will immediately engage them with a promotional offer and a direct link for booking a room at the desired location.

In addition to a cheap and highly effective method for customer acquisition, Merlot offers a variety of other services that can further help hoteliers and property managers in their efforts to expose their brand and increase their clientele. The service provides daily monitoring reports of brand mentions and reviews across the Internet, allowing managers to address negative reviews as quickly as possible. The online behavior of competitors can also be monitored with Merlot.

For additional information on Merlot and its features, as well as packages and pricing plans, please visit the service's official website - <http://merlot.dbluemarketing.com/>.

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