



MEDIA RELEASE

Travellers Choice forges partnership with Titan Digital

National agency to help enhance and expand retail group's digital marketing services

20 November 2016: **Travellers Choice is today pleased announce a new partnership with digital marketing agency Titan Digital to develop the next phase in its successful and multi-faceted digital marketing strategy.**

Titan Digital (www.titandigital.com.au) is one of Australia's largest full-service digital marketing agencies, with offices across Australia, South Africa, the United Kingdom and South East Asia. Since its launch in 2005 the company has helped more than 1,200 small- to medium-sized enterprises develop customised solutions.

Titan Digital Executive Director Ian Thubron claims the company is uniquely positioned to enrich the quality and efficiency of Travellers Choice's digital marketing activities.

"Titan Digital is one of only 12 Google Premium Partners in Australia, which means Google helps audit our search engine optimisation and marketing campaigns to ensure our clients enjoy the maximum return on their investment," says Thubron.

"As one of only two national digital marketing companies, we also have a strong understanding of how we can help amplify the impact of the network's digital marketing to benefit members across Australia."

Travellers Choice General Manager Marketing Robyn Mitchell says the partnership marks a new milestone in the award-winning retail group's efforts to deliver sophisticated digital marketing services to its members.

"Titan has a proven history of working with Australian businesses to seize opportunities in the digital environment, not just in search engine optimisation and marketing but also social media and brand strategy," says Mitchell.

"We will draw on the company's knowledge and experience to enhance our existing activities and refine our overall digital marketing strategy in order to expand the volume and quality of traffic we drive to our members."

For more information on Travellers Choice please visit www.travellerschoice.com.au.

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For further information contact:

Christian Hunter
Managing Director
Tel: (08) 9223 6500 / 0413 329 919
Email: chunter@travellerschoice.com.au