



Tuesday, June 29, 2010

Passport Online Inc. Introduces Agent SocialLink

New Website Offers Clickable Database of Social Media Content

Beaverton, Oregon – Passport Online Inc., the Internet marketing solutions company for leisure travel agents and suppliers, today announces Agent SocialLink--a new content service that helps agents populate their travel agent social media sites using a clickable database of content.

Agent SocialLink is a proprietary website designed by Passport's own marketing, customer service and support teams. The new tool offers travel agents what they need to produce successful social media marketing. This new resource will provide content from a variety of sources allowing agents to pick and choose information to add to social media outlets including Twitter, Blogs and Facebook.

“It is our role, as the technology solution provider for thousands of travel agencies and tens of thousands of agents, to support web-based marketing and sales efforts. As our customers began to explore the social media platforms, our customer service and support teams began to build a repository of resources to help these agents succeed,” said Greg Kott, president and CEO of Passport Online Inc. “This new tool is designed to eliminate the time-consuming process of finding or creating interesting content to share. It provides our customers with simple, clickable ways to quickly update their social media platforms with new, exciting informational content that will engage their customers.”

With the Agent SocialLink program participating agents will receive:

Real-time, updated links to online popular travel related articles. Quickly glance at a list of headlines to find a story that is interesting to you or your clients and with a click of a button you can share that story with all your followers on Twitter or Facebook .

Use our blog-post generator to guide you through the creation of unique blog posts within minutes. With the easy to use, fill-in-the-blank format, you don't need to wait for creativity to strike. Simply follow the prompts to craft an SEO (Search Engine Optimization) enhanced blog post, complete with links to corresponding offers on your website. Once you have constructed your blog post, click on the button, then copy and paste the custom post to your blog and publish.

Access to our exclusive Supplier Guest Blogs. These blog posts are provided to Passport Online from our top suppliers in all product categories. Suppliers will deliver interesting informational blogs which can be customized to use directly on your agency blog or Facebook page. Links to supplier offers on your website will automatically be embedded within the posts. This content will not include promotions, specials or sales but rather entertaining, informational updates from various suppliers.

Customer support and training -- In addition to the content for a successful social marketing campaign, you will also receive customer support and training on how to most effectively use these new media channels.

Our social media training and support includes:

Passport Online's travel agent specific Social Media Toolkit. Read step-by-step instructions on how to set up Facebook, Twitter, and Wordpress blog accounts. View examples and learn the most important tips on how to use these platforms.

Live customer support via phone or email. Contact our dedicated staff with your social media questions M-F 7am PST – 6pm PST. Facebook won't answer your phone calls, but we will!

Monthly social media webinars discussing the latest trends, best practices, and open question and answer session.

Access to our video library of tutorials, tips, and how-to's regarding all things social.

For pricing and further information on the new Agent SocialLink product, contact us today at socialink@passportonlineinc.com

About Passport Online

Passport Online is a leading supplier of Internet tools that help the leisure travel industry reach the travel agency consumer. Millions of unique travel agency consumers use Passport Online's shopping engine on travel agency websites to search for their next vacation experience. Each day, unique consumers are on those sites, seeking the product advice and opportunities offered by their trusted travel agent. Passport Online's key products are VacationPort and NexCite. Passport Online also offers complete email design and delivery services that integrate with the VacationPort and NexCite systems.

**Passport Online Contact: Greg Kott, President/CEO, Phone: (503) 626-7766, Ext. 3020
gregk@passportonlineinc.com**