

For Immediate Release

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Build Credibility, Generate Buzz, and Drive Revenue with Knowland's Target Net Social *Innovative dashboard makes social media profitable for hoteliers*

Washington, DC, 06/17/11 – [The Knowland Group](#), a leading provider of business development solutions for the hospitality industry, is asking hotels to “[Join the Social Media Revolution](#)” with Target Net Social. While other meetings management software companies are lagging behind, we've integrated a social media dashboard within Target Net that makes it easy for sales teams to reach out to current or prospective clients on Facebook, Twitter, and LinkedIn.

“The Knowland Group is continually leading the way for innovation and quickly recognized the importance of using social media when it comes to staying competitive in the hospitality industry” said Knowland CEO [Michael K. McKean](#). “Target Net Social provides a cost effective platform for hotels to acquire new customers, keep current clients, and generate profits.”

Knowland has rolled out a slew of ways for sharing information with social media in [Target Net](#). The convenient layout of the social tab allows clients to manage all of their social media accounts without ever leaving the page. We also track and store Facebook, Twitter, and LinkedIn information on meeting planners within our database, making it even easier for users to get the information they need.

In today's economic environment it is more vital than ever to have proactive sales teams constantly looking for new business. By connecting with clients via Facebook, Twitter, and LinkedIn, sales teams will drive real revenue with social media and improve their hotel's networking outreach. Just log-onto [Target Net](#) and get started!

Post updates, photos, videos, and more instantly with Target Net Social! Use Knowland's social media database to find a meeting planner on LinkedIn. Have a sales manager upload photos on Facebook of an event at your hotel then tag attendees and meeting planners. Share a video of renovated conference rooms, and post tweets about special features a hotel has and upcoming events. The possibilities are endless with the Knowland Group!

About The Knowland Group

The Knowland Group is a proven innovator, developing intuitive marketing products and services that streamline and support event and group sales in the hospitality industry. The company, headquartered in the Mid-Atlantic region, serves over 3,000 hotel clients and 25,000 users globally. Knowland was ranked as the fifth fastest growing software company (public or private) in North America by [Deloitte](#) and the second fastest growing private company in the travel industry for both 2009 and 2010 by [Inc. Magazine](#). For more information, visit www.KnowlandGroup.com, call 410-860-2270, or follow us on Twitter [@knowlandgroup](#).