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Blue Magnet Interactive and Kinzie Hotel Announce Strategic Digital Marketing Partnership

Collaborative partnership aims to grow Kinzie Hotel's online marketing presence

Chicago, IL, April, 25, 2017 – Blue Magnet Interactive, a Chicago-based digital marketing agency, announces newly formed strategic partnership with Kinzie Hotel, a boutique luxury hotel. Kinzie Hotel, a part of Portfolio Hotels & Resorts hospitality management company, selected Blue Magnet Interactive as a partner based on proven digital marketing results and the agency's collaborative, proactive, and transparent approach.

“We're extremely excited about our collaboration with Blue Magnet Interactive,” said Kinzie Hotel GM Andrew Eck. “As an independent boutique hotel, we like to support other Chicago businesses. This partnership marks a dynamic new online presence for Kinzie and its ‘Chicago Starts Here’ mantra.”

Located in the thriving River North neighborhood, Kinzie Hotel's location and Chicago-centric décor provides guests with an authentic Chicago experience. The hotel aims to increase brand awareness and capture prospective guests by showcasing the memorable on-property experience of the hotel throughout their online presence.

“As a boutique hotel located in the vibrant River North neighborhood of downtown Chicago, we are absolutely delighted to have been chosen by Kinzie Hotel as their digital marketing agency. Having our roots in downtown Chicago, we have a clear understanding of this dynamic market and look forward to helping Kinzie Hotel achieve their desired business outcomes via the digital channels,” said Blue Magnet Interactive Managing Partner Christopher Jones.

Blue Magnet Interactive plans to drive business success for Kinzie Hotel through effective online marketing strategies. Blue Magnet Interactive will create a holistic goal-based strategy utilizing website design & development, search engine optimization (SEO), social media, email marketing, and paid advertising to promote Kinzie Hotel's "Chicago Starts Here" slogan and optimize the hotel's online presence.

To better showcase the feel of the hotel and provide users with an interactive and modern online experience, Blue Magnet Interactive and Kinzie Hotel kicked off their partnership with a full website redesign project. Keep an eye out for more information on Kinzie Hotel's website redesign, which is set to launch in May 2017.

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About Blue Magnet Interactive

Blue Magnet is a full service digital marketing agency specializing in the hospitality industry. Founded in 2007, Blue Magnet has served as a trusted digital adviser for independent hotels, hotel management companies, and major brands for over 10 years. Blue Magnet Interactive is located at 401 S LaSalle Street, Suite 700, Chicago, Illinois, USA 60605. For more information, visit <http://www.bluemagnetinteractive.com> or contact hello@bluemagnetinteractive.com.

About Kinzie Hotel

Kinzie Hotel is a 215-room boutique luxury hotel located in downtown Chicago. Guests of Kinzie Hotel enjoy the hotel's location in the lively River North neighborhood, along with many luxurious amenities, such as daily continental breakfast served on each floor and nightly manager's reception. Kinzie Hotel is located at 20 N. Kinzie St, Chicago, IL 60654 and is managed by Portfolio Hotels & Resorts. For more information, visit <http://www.kinziehotel.com>.