

**TRK Creative Group launches Activities, Tours and Attractions Marketing Division**

**July 3rd, 2018 –** Seattle, WA - TRK Creative Group, Inc. a Seattle headquartered digital marketing consulting company launched a digital marketing services and consulting division focused 100% on working with activities, tours and attractions businesses.

Activities and Tours Marketing by TRK Creative Group is a full-service digital marketing and consulting team focused 100% on Activities, Tours and Attractions and partners with booking engine/reservation SaaS companies and activities, tours and attraction business owners to drive increases in guest counts and revenues using best-in-class digital marketing that is relevant and focused to where consumer attention is today, online and on mobile.

Activities and Tours Marketing utilizes Google, Bing and Yahoo paid search advertising, Facebook, Instagram, Twitter and Pinterest social platform advertising, YouTube and native video marketing along with influencer marketing and organic channels to drive measurable business results for Activities and Tours Marketing clients.

Activities and Tours Marketing also specializes in digital call tracking for clients which enables the agency to track and measure online and offline marketing channel call performance and booking revenue attribution for their clients. Unique in the industry is TRK Creative Group’s team of call tracking specialists who score customer calls and attribute booked tour revenue to paid advertising and marketing channels.

Activities and Tours Marketing was recently certified as a Yelp Partner which allows the marketing agency to assist clients with their Yelp listings and manage Yelp CPC advertising for clients.

Activities and Tours Marketing by TRK Creative Group has locations in Seattle, WA Milwaukee, WI and the Hawaiian Islands and partners with Google Premier specialists along with, Bing, Yahoo and Facebook certified specialists. For more information and to book a complimentary digital consultation visit [www.activityandtourmarketing.com](http://www.activityandtourmarketing.com) or call 206-203-4611