**CONTENT CREATION GUIDE v\_1**

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**[Solutions: Hospitality]**

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| **Document Description** | This document gives guidance on creating content for the Solutions Hospitality page. |

Contents

SOLUTIONS: HOSPITALITY 2

# SOLUTIONS: HOSPITALITY

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| **Description /Goal of Page** | Best-of-breed, industry-leading solutions targeting large hospital chains, independent hotels, motels, and bed-and-breakfastsEntertainment and communication solutions that improve your guests’ experience. Connectivity is very important, too. |
| **Audience** | Owners of small to medium hotels, motels and bed and breakfasts; hotel associations; and large hotel corporations.  |
| **Primary Message** | We are a force to reckon with in this space. This is our core competency because of our history as a company in the cable TV industry. |
| **Key Phrases** | In-room entertainment, guest experience, home away from home. |
| **Page Subhead Region** | Page Title: HospitalityHeadline: (TBD)Copy: (2 lines)Main Contact Utility Copy: (TBD) |
| **Content Area** | Headline: Solutions for HospitalityCopy (up to two paragraphs)Need more information? [Box]Coverage Map PDF Content: Check for coverage in your area |
| **Content Area/Product Snapshot** | Headline: Product Solutions for HospitalityHeader: VoiceCopy: (TBD)CTA: (TBD)Button: Solutions for All BusinessesHeader: InternetHeader: Network ServicesHeader: Cloud ServicesHeader: TVImage: Voice equipment Header: Business Class PhoneCopy: (up to 3 lines)Button: Contact to OrderLink: Learn MoreDynamic Content: Upcoming Events & Featured Resources |
| **Content Area** | Headline: Better In-Room EntertainmentCopy: (up to 2 paragraphs)CTA: (TBD)Headline: More Reliable ConnectivityCopy: (2 lines)Headline: Simplified Account Management and BillingCopy: (2 lines)Headline: Clear Connections and Cost SavingsCopy: (2 lines)Headline: Connect Properties and HeadquartersCopy: (2 lines) |
| **Subfooter & Footer** | Benefits of Working with TWCBCMultiple LocationsLet Us Help You Create Your Solutions  |
| **Keywords**  |  hospitality technology solutions  |
| **Source Content** | Hospitality Pitch Deck: [https://com/display//Product+Info](https://confluence.siteworx.com/display/TWCBC/Product%2BInfo)Hospitality CCR (Channel Lineup) [https://com/display//Product+Info](https://confluence.siteworx.com/display/TWCBC/Product%2BInfo)SBB Slick HD Video for Hospitality [https://com/display//Product+Info](https://confluence.siteworx.com/display/TWCBC/Product%2BInfo)HD Video Hospitality Product Guide[https://com/display//Product+Info](https://confluence.siteworx.com/display/TWCBC/Product%2BInfo) HD Hospitality [https://com/display//Product+Info](https://confluence.siteworx.com/display/TWCBC/Product%2BInfo)Company’s competitive statement about cable TV vs. satellite TV services is in a deck that Patrick will send.  |
| **Word Count** | 500 words  |
| **Sample Copy** | Hospitality Solutions offers experience and expertise in a wide range of areas. We can quickly and efficiently connect your guest rooms, conference rooms and office space to state-of-the-art wireless cable and internet.  |