**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. |

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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-breakfasts  Entertainment 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: Hospitality  Headline: (TBD)  Copy: (2 lines)  Main Contact Utility Copy: (TBD) |
| **Content Area** | Headline: Solutions for Hospitality  Copy (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 Hospitality  Header: Voice  Copy: (TBD)  CTA: (TBD)  Button: Solutions for All Businesses  Header: Internet  Header: Network Services  Header: Cloud Services  Header: TV  Image: Voice equipment  Header: Business Class Phone  Copy: (up to 3 lines)  Button: Contact to Order  Link: Learn More  Dynamic Content: Upcoming Events & Featured Resources |
| **Content Area** | Headline: Better In-Room Entertainment  Copy: (up to 2 paragraphs)  CTA: (TBD)  Headline: More Reliable Connectivity  Copy: (2 lines)  Headline: Simplified Account Management and Billing  Copy: (2 lines)  Headline: Clear Connections and Cost Savings  Copy: (2 lines)  Headline: Connect Properties and Headquarters  Copy: (2 lines) |
| **Subfooter & Footer** | Benefits of Working with TWCBC  Multiple Locations  Let 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+Info)  Hospitality CCR (Channel Lineup) [https://com/display//Product+Info](https://confluence.siteworx.com/display/TWCBC/Product+Info)  SBB Slick HD Video for Hospitality  [https://com/display//Product+Info](https://confluence.siteworx.com/display/TWCBC/Product+Info)  HD Video Hospitality Product Guide  [https://com/display//Product+Info](https://confluence.siteworx.com/display/TWCBC/Product+Info)  HD Hospitality  [https://com/display//Product+Info](https://confluence.siteworx.com/display/TWCBC/Product+Info)  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. |