

# MyMallorcaInfo Helps Local Businesses Through Social Networking



Released on: April 20, 2010, 9:54 pm

Author: [My Destination Info](#)

Industry: [Travel](#)

MyMallorcaInfo has announced that it is launching a new promotion to thank fans of its Facebook page for their support.

MyMallorcaInfo publishes detailed information about Mallorca across a wide range of categories including local travel, the weather, interactive maps, and events around the island. Like their counterparts around the world, many businesses in Mallorca have felt the pinch of recent economic events and have had to be more than usually careful of margins.

[MyMallorcaInfo](#) previously announced that there would be no increase in rates for the 2010 season, but has also looked for other ways to assist the local business community. Wherever possible, collaborative partnership deals have been set up by the company, including with the renowned [Pirates Shows](#) and the latest scheme uses social networking sites Facebook and Twitter to offer reduced and free publicity to businesses who are fans of MyMallorcaInfo's Facebook page.

Fans of the page are directed to a private page on the website, where the full details of the special offer are set out, and a simple form initiates contact. The offer awards all Facebook fans an immediate

20% discount, plus several chances to qualify for further discounts. Some lucky fans will get a year's free publicity and may either have an immediate cash refund, or set the savings against some of the upgrade features available from MyMallorcaInfo, such as gold listings or a video/virtual tour package. In a further boost for smaller businesses, MyMallorcaInfo extended the offer to six month agreements, as well as installment payment plans.

Now in its third year, MyMallorcaInfo specialises in providing accurate and current information about Mallorca for visitors to the website, as well as actively showcasing and marketing their clients across the internet. Using leading edge technology and techniques, and through close collaboration with the leading full search agency Bigmouthmedia, MyMallorcaInfo ensures that clients receive better internet positioning than most can achieve on their own, at extremely reasonable rates for the coverage achieved. Unlike many other information websites, MyMallorcaInfo does not have any other spin-off operations and focuses completely on excellent design, excellent marketing and excellent customer service. The integration of social networking techniques is an important part of this process.

### **About**

### **MyMallorcaInfo**

MyMallorcaInfo is part of the award winning [MyDestinationInfo group](#) which incorporates destination information websites around the world from London to [Cape Town](#) to Cairns and everywhere in between. MyMallorcaInfo offer a wealth of information on [Mallorca restaurants](#), hotels, golf, nightlife and more – your Mallorca travel guide

### **PR contact details:**

Mike Goggin (Director)  
C/ Joan Rosselló de Son Forteza 18  
Alaró  
Balearic Islands  
Spain  
E07340  
+34 664 744 813  
[www.mydestinationinfo.com](http://www.mydestinationinfo.com)

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)