

INSPIRATION TO DESTINATION

CONTENT MARKETING FOR TRAVEL BRANDS



MMGY GLOBAL



WE
INSPIRE
PEOPLE
TO GO
PLACES.

INTRODUCTION

Climb Mount Everest. Win a prize in Mega Millions. Get accepted into Harvard. These are all things that you're more likely to do than click on a banner ad¹. So how can the travel industry overcome the resistance to click on ads? Two simple words: content marketing.

These days, it's very rare to walk into a room full of marketers and not hear the word "content". Huge brands like Coca-Cola, Procter & Gamble, Red Bull, and even IBM are integrating disruptive content marketing tactics that are producing astounding – not to mention, viral – results every day. According to the Content Marketing Institute, 86% of B2C marketers are using content marketing – and these numbers are only predicted to increase². Furthermore, eMarketer reports that a whopping \$118 billion was spent on content marketing in 2013³.

Here at MMGY Global, we pride ourselves on being early adopters. We embrace our findings in industry research and use them to propel forward. And in our most recent findings from the *Portrait of American Travelers*[®] study, we found just how important content marketing is to the travel industry.

Our findings, and the findings of many others, prove that the travel industry should do more than just dip its toe into the content marketing pond. We firmly believe that travel brands should cannonball in.

IN THIS REPORT, YOU WILL LEARN

- Why travel brands need content marketing;
- What is (and isn't) content marketing;
- How travel brands benefit from content marketing;
- How to build a killer content strategy;
- The four types of content travel brands should use;
- And how to measure the success of your content marketing efforts.

WHY CONTENT MARKETING?

Content marketing is more than just the buzzword of the year. Hubspot reports that 58% of all marketers believe that content strategies are extremely effective⁴. But why?

WE LIVE ON THE INTERNET

Why should the travel industry care about content marketing? According to the *2013 Portrait of American Travelers*[®], travel brands need to integrate content into their marketing strategies more than ever before. In 2013, travelers spent 3.5+ hours every day surfing the Internet for personal use, with 1.6 hours dedicated each day to social media⁵.

CONTENT TRAVELS WITH US

Furthermore, travelers are taking their content with them as they travel. Mobile content is becoming a bigger deal every year. According to a report by Expedia and comScore, 52% of the Internet population engages with travel content across mobile devices⁶. Travel brands need to adapt to this changing mobile landscape – and that means implementing a content strategy that speaks to desktop, tablet and mobile users.

CONTENT IS HOW CONSUMERS RESEARCH

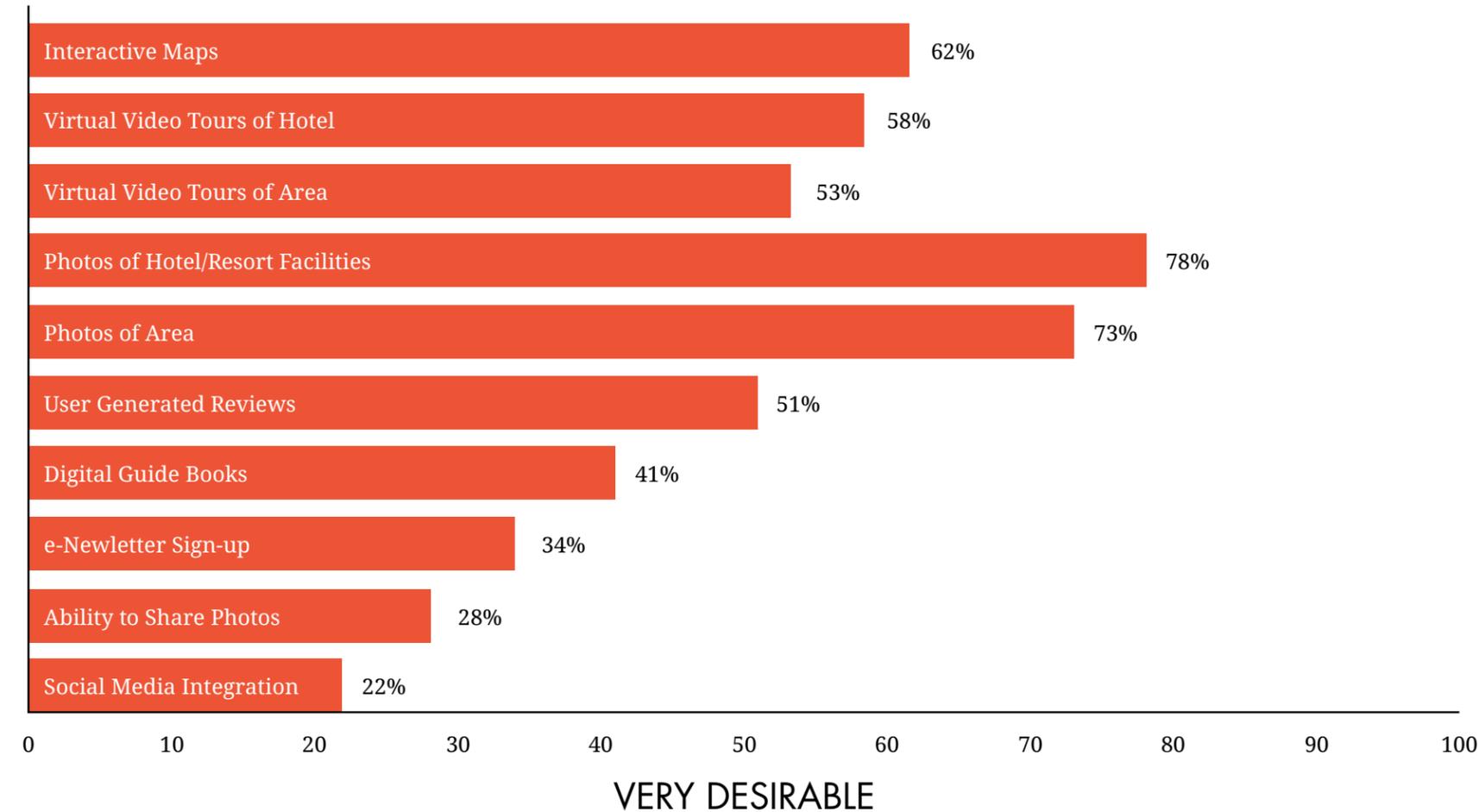
Consumers are relying more and more on websites every day for their travel decisions as well. According to Google, travelers visit 22 different sites over an average of 9.5 sessions before booking⁷. As a matter of fact, a destination, airline or hotel website could be the most impactful area of all marketing. There's no question that a travel-related website needs to be more than just a pretty face – it needs to have killer content too.

IT EXTENDS INTO EVERY CHANNEL

Finally, content marketing extends into every marketing channel – print, digital, e-mail, web, public relations, social media, and more. Content is also constantly present in our daily lives – from television to radio, from editorial to video games. Content marketing is not just a new marketing channel, but a new way that brands become a part of our daily lives.

According to the *Portrait of American Travelers*[®], many desire different content types when exploring websites, including photos of facilities, photos of the area, interactive maps and virtual video tours.

DESIRABILITY OF WEBSITE FEATURES



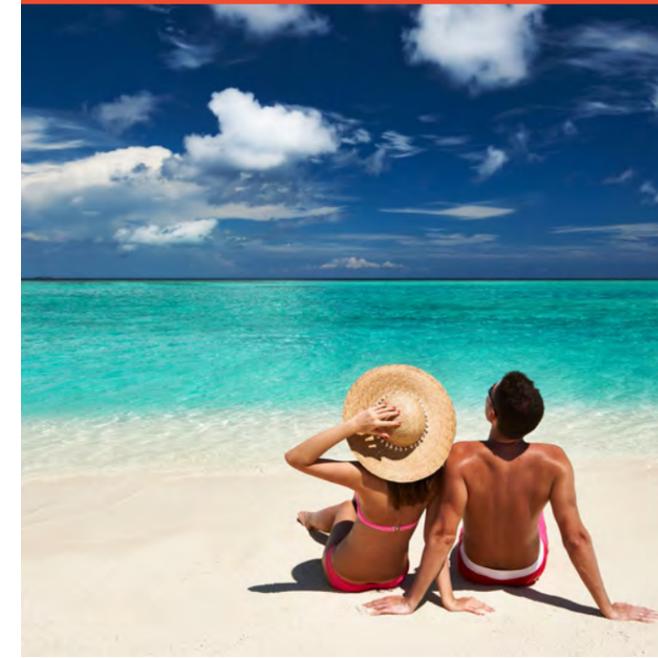
Content marketing is creating and distributing strategic stories in order to attract, acquire, and engage a target audience with the objective of driving customer action.

WHAT IS (AND ISN'T) CONTENT MARKETING?

Those who think that content marketing is just a buzzword may not fully understand what content is (and what it isn't). First, let's define what content marketing isn't. Contrary to what many people believe, content marketing is not copywriting. It's not a blog. It's not throwing something up on social media and seeing if it sticks. There is much more to content marketing than what meets the eye.

Content marketing, in essence, is helpful in some way to the consumer. It's content that is useful, entertaining, shareable, educational, and inspiring. Plus, it doesn't interrupt the consumer. As a matter of fact, the consumer is usually the one seeking it out.

Perhaps you have heard of inbound marketing. Content marketing and inbound marketing go hand in hand. Inbound marketing focuses on creating quality content that pulls people toward the particular company or product. Outbound marketing interrupts the consumer with ads, e-mails and promotional messages. Today, the numbers show that travelers prefer inbound marketing as opposed to traditional sales tactics. According to Hubspot, outbound marketing efforts have about a 1.7% close rate. Inbound marketing increases that closure rate to 14.6%⁸.





To fully wrap your head around the power of content marketing, we will turn to a few examples from both in and out of the travel industry. Many of these campaigns you may have heard of. That's because their content marketing efforts have not only worked so well, but have also been built to align with their brands.

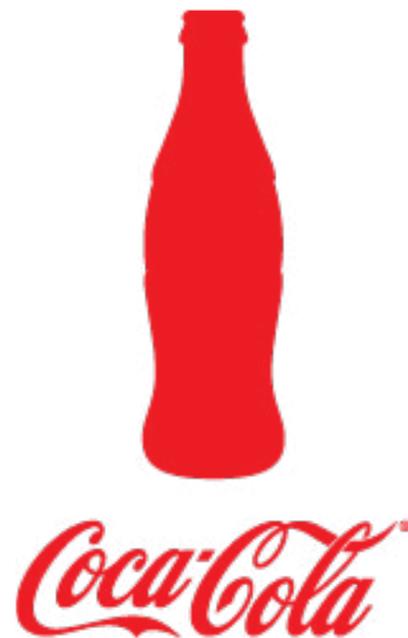


RED BULL STRATOS

Red Bull Stratos, a space-diving project sponsored by Red Bull, has become the content marketing shot heard 'round the world with nonstop social media engagement and online video views (not to mention a live broadcast). Since the jump, Red Bull has amplified its content marketing efforts even further. And why wouldn't they? Their audience lives for it.

COCA-COLA CONTENT 2020

One of the most successful content marketing efforts in the consumer space is Coca-Cola's Content 2020 initiative. Through a strategic content marketing strategy, Coca-Cola is driven to "refresh the world," "inspire moments of optimism and happiness," and "create value that makes a difference". Its content marketing strategy is to "create ideas that are so contagious, they cannot be controlled." Coca-Cola is doing this with viral online videos such as the Coca-Cola Small World Machines (bringing India & Pakistan together with Coke) and the Australia "Share a Coke" campaign. These videos spur conversation, which drives Coca-Cola's readers and customers further down the funnel to purchase.



MARRIOTT HOTELS TRAVEL BRILLIANTLY

Marriott Hotels worked with *Fast Company*, *Mashable* and *Wired* to align its brand stories with travel writers and travel company executives. The campaign was directed at frequent business travelers who are a part of Generation X and Generation Y. The stories were themed around travel innovation and insight, which each media brand handled differently for Marriott. Now that's brilliant.



WHAT IS CONTENT?

Let's break down what the *content* in *content marketing* means. Content can take many different forms – and in fact, it should – infographics, articles, press releases, social media posts, photos, videos, images, newsletters – the list is infinite. This content can also dictate traditional marketing programs through the interweaving of the narrative. And although there are many different types of content in the world, there are nine main differences between “content” and “good content.” What are those nine differences?

NOT ALL ABOUT THE BRAND

As a hotel brand, are you providing travelers information about your surrounding area? Local restaurants? Nearby music festivals? The best coffee shop? When creating content, it's not all about you and your brand. It's about what your audience is looking for.

CONVERSATIONAL

Content marketing is a two-way street. If the state of Colorado sees an incredible Instagram photo taken from the top of a mountain, the destination should engage with the consumer and ask questions about the photo or their experience. Great content marketing inspires casual, authentic conversation. Join in.

DIVERSE

A great content marketing strategy is one that utilizes a diverse mix of content. And don't forget about visual content either: 37% of people make a travel decision based off of images (18% base their decision off of videos, but we predict this number to increase)⁶.

AUTHENTIC

Authenticity is a tough thing to convey. In order to develop and share authentic content, you must fully understand your brand's beliefs, attitude, personality and tone. This is why it is absolutely critical for travel brands to understand who they are and what they stand for. And remember that to be authentic is to be imperfect⁹.

SEARCH-FRIENDLY & SHAREABLE

If we had a dollar for every client that has asked for us to create a “viral” campaign, let's just say, we'd be filthy rich. But you can't guarantee “viral.” What you *can* guarantee, however, is “shareable” and “search-friendly.” Organic search is driven by social signals, such as sharing, which is precisely why both aspects are so important.

EXPERT

When travelers read your content, they trust it to be accurate. Produce content that tells (or shows) readers something they may not know about your area. As a DMO, this could be the best dive BBQ joints in Kansas City. Or whale-watching tours you can't miss in San Diego.

CROSS-PROMOTED, REUSED & REPURPOSED

We all want to do a little amount of work for a lot of outcome, right? Cross-promoting, reusing and repurposing content allows you to do just that. Great content is content that can be used across various channels. Evergreen content allows you to reuse content no matter what the season or trends may be.

INTEGRATED

The strongest content is reliant on an integrated cross-channel approach that touches both on- and offline advertising, e-mail, social, public relations, web, social and mobile. When content is integrated across both traditional and digital channels, it consistently communicates and distributes the brand messaging.

MEASURABLE

There's no use in doing content marketing if you don't know whether or not it's working. All content needs to be measurable. To learn more about how to measure your content marketing efforts, check out the last section of this report, *Measuring Content's Success*.

BUILDING A TRAVEL-FOCUSED CONTENT STRATEGY

There is a wonderful story depicted in Simon Sinek's book *Start with Why* that explains exactly why travel brands need to build their own content strategies. It starts with a group of American car executives who visited Japan to see a Japanese assembly line. At the end of the line, the car doors were put on hinges, just as they were in America. But something was different. In the US, it was a line worker's duty to use a rubber mallet and tap the edges of the door to ensure that it fit perfectly. In Japan, that job did not exist. When the American auto executives asked them when they made sure the door fit perfectly, the Japanese guide smiled sheepishly and said, “We make sure it fits when we design it.”

Content marketing needs to be approached in the exact same way. All content, whether photo, video, article, audio, infographic, etc., needs to be developed from a specifically tailored design. The outcome of the content needs to be engineered from the very beginning. And this is exactly what content strategy does.

THE POST & PRAY MENTALITY

Just like the American auto executives, many travel brands create content with the hope that it will fit perfectly. Unfortunately, 56% of all marketers create content without a plan⁴. When the content doesn't fit the first time around, brands have to backtrack, take an extra step, or scrap the content all together. At MMGY, we refer to this as the “Post & Pray” mentality. And it is ineffective.

“Post & Pray” is the same thing as “if you build it, they will come,” which we all know is an untrue statement when talking about online marketing. Unfortunately, many brands fall prey to this line of thinking. According to HubSpot, 36% of organizations embrace content marketing, but are inconsistent in carrying it out effectively⁴. Before a travel brand ever writes its first blog post, sets up its first social media account or shoots its first video, it must have a clear understanding of its content goals, target audience(s), brand style, content platforms and content themes, as well as how its content will help achieve its marketing and business goals.



WHAT DOES A CONTENT STRATEGY LOOK LIKE?

Hoping that your content will work isn't enough. The only way to guarantee that your content will resonate with your audience is by employing a strong content strategy. So what does an effective content strategy look like? We'd like to introduce you to a little Content Strategy 101. Build these five items for your brand and you will already be ahead of the curve with your content strategy efforts:

CONTENT AUDIT

A content audit will help you understand what content you already have, how you're distributing it, who is interacting with it or sharing it, and what platforms you are using. A content audit will determine your content consistency, quality, mix and distribution. An audit will also determine your current key messages, calls to action and monetization tactics.

CONTENT STYLE GUIDE

A content style guide plays hand-in-hand with your brand standards (if you have them). A content style guide determines your style manual: grammar and punctuation, style, tone, persona, content structure, formatting and what unapproved vs. approved content may look like.

KEY CONSUMER INTEREST POINTS & EMERGING TRENDS

Search marketing teams can determine the key consumer interest points and emerging trends online and relay information to content teams. Public relations departments can identify "tastemakers" in the industry and relay to the content teams what journalists and publishers are looking for when it comes to hot content.

CONTENT IDEATION

A fancy word for "brainstorming." Content ideation includes white-boarding all possible topics of interest of your key audiences and segments. The more individuals and perspectives you can bring in while performing content ideation, the better. The top three to five topics that you come up with may come from your key consumer interest points and emerging trends. They can then be translated into brand stories and be executed across platforms.

EDITORIAL CALENDAR

According to HubSpot, 37.5% of marketers believe that having an editorial calendar is an effective marketing technique⁴. An editorial calendar can be produced on a four, six- or twelve-month timeframe (although 42% prefer editorial calendars to follow campaign launches or a quarterly timeframe⁴). The editorial calendar should include your timeline, topics, platforms and authors as well as the key messaging points, calls-to-action and target audience or segments.

DISTRIBUTION PLAN

Roll up the content audit, content style guide, key consumer interest points, emerging trends, and editorial calendar and you have a flushed out distribution plan. Your distribution plan will use all elements of your content strategy to determine when and where content will be distributed.

4 CONTENT TYPES TRAVEL BRANDS MUST USE (PLUS SUCCESS STORIES!)

1. EARNED

Earned content is the most valuable, but it's also the hardest to get. Think of earned content as "social media word-of-mouth." Earned content includes social sharing, blogs about your product or service, or placements on aggregator sites (e.g. BuzzFeed).

CASE STUDY: FIND YOUR ISLAND

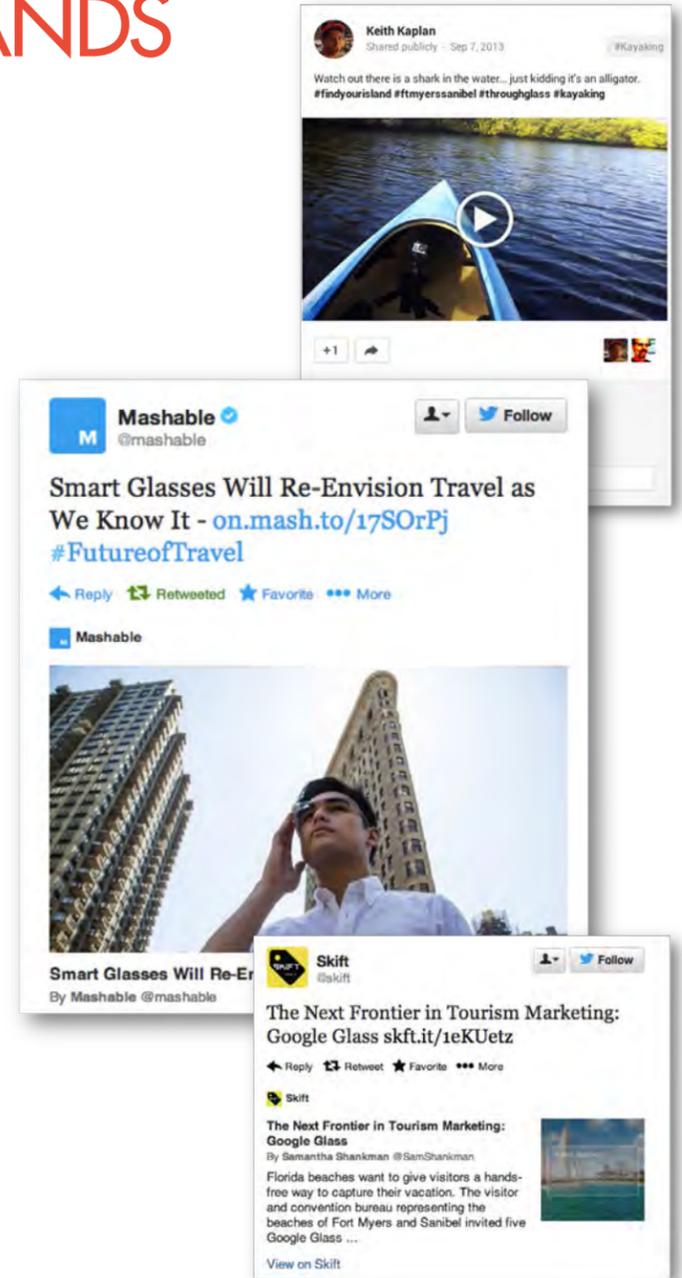
To leverage consumer and media interest in Google Glass, MMGY Global partnered with The Beaches of Fort Myers & Sanibel to become the first tourism destination to use Google Glass for supporting a marketing platform. For the campaign, we invited five influential Google Glass Explorers to visit The Beaches of Fort Myers & Sanibel to participate in the Find Your Island Challenge and to share their experiences through Glass using the #FindYourIsland hashtag.

Simultaneously, a Facebook sweepstakes was launched inviting individuals to enter for a chance to win their own Google Glass experience including a six-night vacation on The Beaches of Fort Myers & Sanibel and a pair of Google Glass once they become commercially available.

The entire campaign was captured on video, with content posted leading up to the campaign, during the campaign and after the campaign. The campaign was integrated across all marketing channels including public relations, social media, digital media, e-mail and the client's desktop and mobile website.

As a result, the campaign generated 76M impressions, 70% of which were delivered from earned media placements in broadcast, print and online. In addition to driving destination awareness the campaign received more than 15,000 sweepstakes entries and more than 22,000 Facebook Likes. The campaign was part of an overall integrated marketing plan, in which The Beaches of Fort Myers experienced an 8% increase in year-over-year bed tax collections.

What's the key takeaway? It is possible to successfully align your travel brand with consumer interests outside of travel through content marketing.





2. OWNED

Owned content is just that – content that you, as a brand, own. Owned content could include your own hashtag, blog, article lists, video, e-newsletter, etc. It’s content that your brand has produced and distributed across channels.

CASE STUDY: #UPGRADECHICAGO

Lufthansa asked MMGY Global to help drive awareness and bookings for the new 747-8 service from Chicago featuring their new lie-flat business class seats. Our challenge was to make a seat upgrade interesting to consumers. We decided to extend the Lufthansa’s “upgrade” mentality and provide a week of “surprise & delight” upgrades in Chicago.

During the campaign, consumers were engaged online and on the ground to receive upgrades, including coffee, umbrellas, limo rides, private screening at AMC Theaters, hotel and restaurant upgrades, front row seats at a Bears game and, ultimately a flight upgrade for business class on Lufthansa.

The campaign featured the #UpgradeChicago hashtag and each day a new video of the previous day’s upgrades were shared on YouTube and social media. At the end of each video, we showcased the business class upgrade. Through the videos we were able to both entertain and educate consumers.

The campaign resulted in 12.7M impressions, 15,700 YouTube video views and 5,900 Facebook Page Likes, as well as hundreds of unique personal brand experiences with Chicagoans.

What’s the key takeaway? Owned content campaigns offer you the most control of your messaging, but it is also the most time-consuming approach to content marketing.

3. CURATED

Content curation is the act of collecting, organizing and distributing information relevant to a particular topic or area of interest.

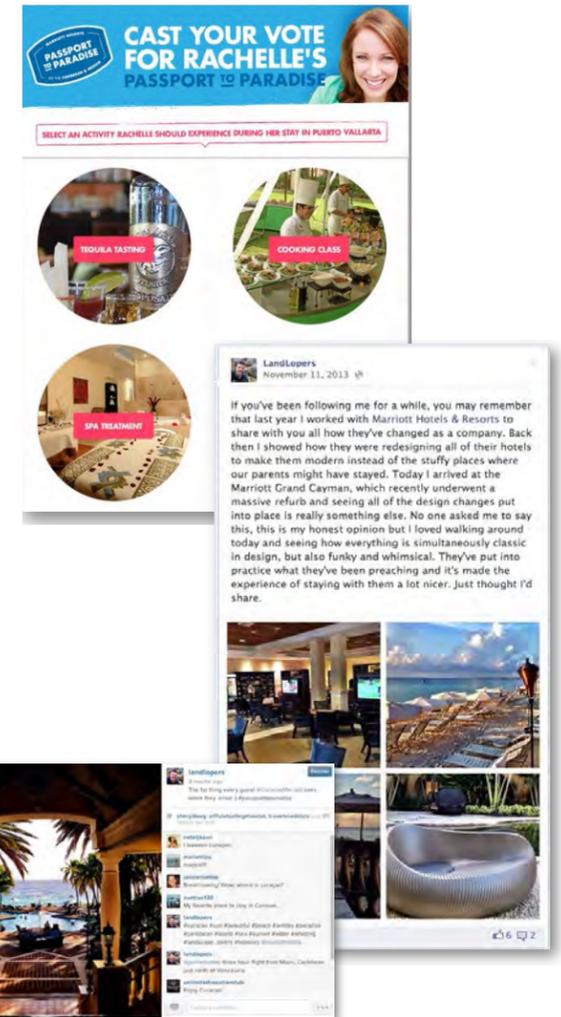
CASE STUDY: #PASSPORTTOPARADISE

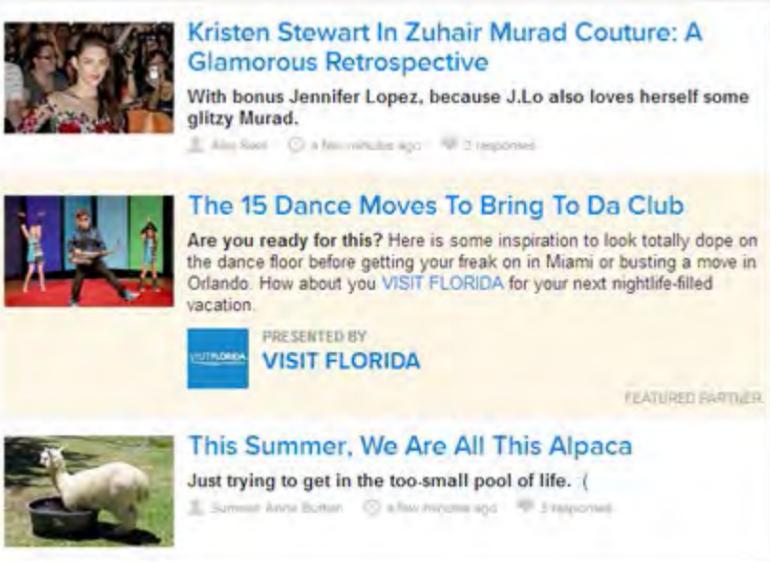
MMGY Global works with the collection of Marriott Resorts in the Caribbean and Mexico. To drive awareness and inspiration to book a stay at one of the properties ahead of peak season, we decided to leverage the popularity of travel bloggers Matt Long (also know as LandLoper) and Rachelle Lucas (also known as TheTravelBite) by inviting them to visit eight Marriott Resorts in the Caribbean and Mexico.

The bloggers participated in activities at each destination and property that were selected by fans who voted on the hotel collection’s Facebook Page. The bloggers documented their experiences through social media using the #PassportToParadise hashtag. Fans were encouraged to follow the blogger’s adventures and were incentivized with a booking offer and through a Facebook sweepstakes that launched following the blogger’s trip.

The campaign generated 23M impressions and more than 1,000+ #Passport-ToParadise social media posts. Nearly 600 photos and 20 evergreen blog posts were created. Following their adventure, Matt and Rachelle hosted Marriott Resort’s #ParadiseChat which drove 8.1M Twitter impressions and became a trending topic on Twitter. In addition to inspiring travel, social media was the second leading source of revenue generated through ParadisebyMarriott.com in 2013.

What’s the key takeaway? Influencer marketing is an effective tactic to curate content that tells your story if you select the right participants and clearly define your expectations.





4. SPONSORED

The fourth and final type of content that travel brands should consider is sponsored content. This type of content is very different from the previous three. Not the same as traditional marketing, sponsored content integrates a marketing message into the content that consumers are looking for. You may have seen some sponsored posts on websites such as Slate, Gawker and BuzzFeed (many refer to this as “native advertising”).

Additionally, sponsored content can come in the form of social media, such as Facebook “brand stories” or Twitter “promoted trends” or “sponsored tweets.” Even Instagram allows for sponsored posts. The bottom line is that this content should only be lightly branded. Content marketing still needs to be useful, shareable, helpful, entertaining, or educational. But it can be all of that and sponsored at the same time.

MEASURING CONTENT’S SUCCESS

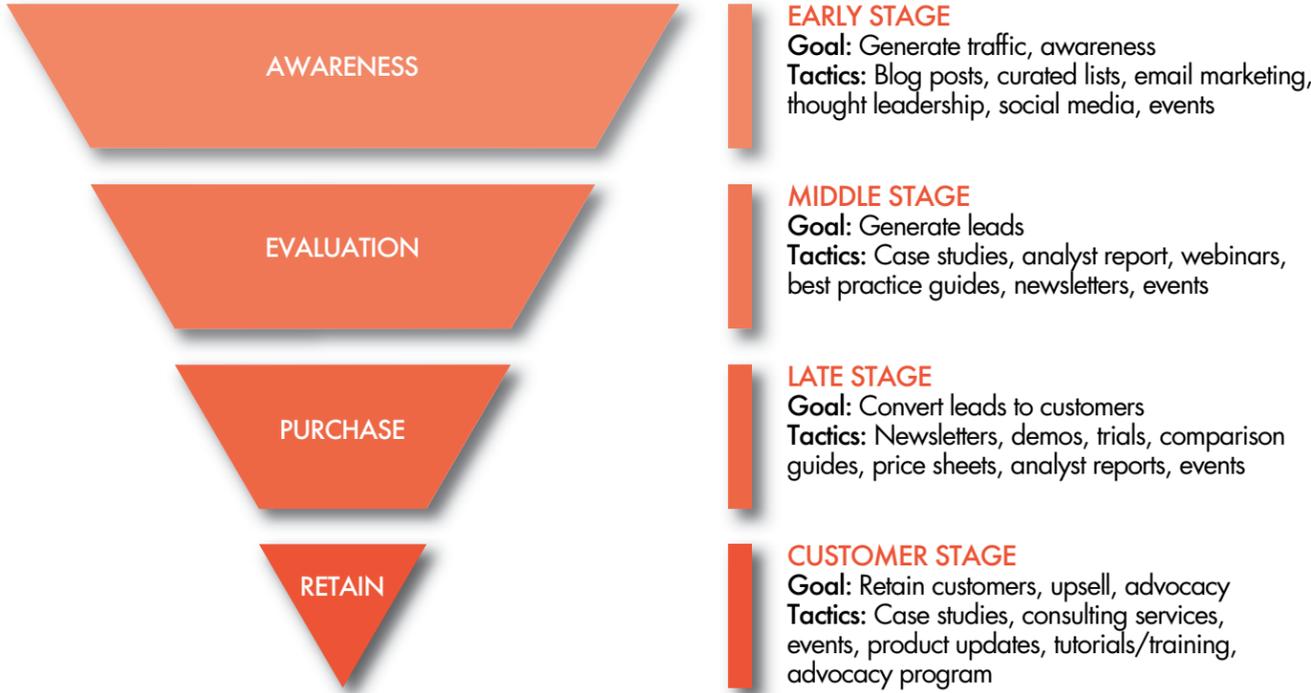
Right now, content marketing may sound like a great solution for travel brands. But is it measurable? Can you really put metrics against the impact of an infographic, a video or a blog post? Forty-four percent of marketers still aren’t buying it¹⁰. But luckily for you, the answer is yes.

Measuring the ROI of content marketing isn’t necessarily easy. The process of quantifying content marketing efforts can seem daunting. But if you know what you’re looking for and what to measure from the beginning, you will begin to understand the impact of content marketing on your brand’s bottom line.

CONTENT’S ROLE IN THE SALES FUNNEL

First, it’s important to understand that content marketing touches all points of the sales funnel but in different ways. Take a look at how content marketing impacts the funnel:

STAGES OF A CONVERSION FUNNEL



“TRADITIONAL MARKETING TALKS AT PEOPLE. CONTENT MARKETING TALKS WITH THEM.”

- DOUG KESSLER, VELOCITY



¹⁰“The Ultimate Guide to Content Marketing ROI” NewsCred, 2013.

KPIs

According to NewsCred, metrics like brand awareness, page impressions, and search ranks need to sync up with bottom-line concepts like costs, revenue, profits and pipeline¹⁰. NewsCred provides a wonderful framework to help connect all the dots with the following chart that relates content marketing goals with content marketing metrics:

GOAL	CONCEPT	METRICS
Reach, Brand, Awareness, Virality	Are you electively boosting awareness about your brand? Is your marketing generating an echo effect that inspires audiences to share your content organically?	<ul style="list-style-type: none"> - Growth in overall traffic to website across multiple channels including e-mail, SEO, and social media - Growth in traffic to blog, videos, e-books and other resources across multiple channels including e-mail, SEO, and social media - Time spent on individual pieces of content - Pages consumed per visit - Backlinks to content
Loyalty & Engagement	Do your customers trust you, and do they see you as a reliable source of information? Are they sharing your content with their networks? Are they valuing your brand's content over your competitors' content?	<ul style="list-style-type: none"> - Return visits - Social media shares across channels including Facebook, Twitter, YouTube, LinkedIn, and Pinterest - Subscriber count
Leads	Are your audiences interested in doing business with you? Is your content successfully pulling your audience through the sales funnel?	<ul style="list-style-type: none"> - Subscriber count - Aggregate growth of leads - Visits to "contact us" page from articles, videos, or webinars
Opportunity & Mobility	Are prospects converting into customers? Are you connecting with new audiences, or strengthening relationships with existing customers? Where do you lose your leads?	<ul style="list-style-type: none"> - Proportion of consumers who make their way to the next stage of the conversion funnel - Conversely, % drop-off
Revenue	What is the overall efficacy of your content program?	<ul style="list-style-type: none"> - Deals closed - Monthly recurring revenue - Long-term value of all customers - Long-term value as a proportion of customer acquisition cost

¹⁰"The Ultimate Guide to Content Marketing ROI" NewsCred, 2013.

YOU ARE...

2.3 X

more likely to get a full house in poker

87.8 X

more likely to get accepted into Harvard

112.50 X

more likely to complete Navy Seal training

475.28 X

more likely to get survive a plane crash

...THAN YOU ARE TO CLICK ON A BANNER AD.

MEASUREMENT REQUIREMENTS

The chart on the previous page proves that there are a lot of metrics that can be tracked when it comes to content marketing. Luckily, along with these metrics are a few tools that will help you uncover meaningful data, results and trends.

CONTENT DRILLDOWNS

Which pieces of content are generating the most interest? Which pieces of content are producing the most sales opportunities? Which pieces of content are getting the most shares, likes or other engagement?

TRAFFIC SOURCE ANALYSIS

Which traffic sources are increasing traffic (i.e., video, social media, articles, white papers, infographics, etc.)?

VIEWING METRICS

How far down a page are your readers viewing? How much time are they spending with each piece of content? Are they paying more attention to the content on the top of the page, middle of the page or bottom of the page?

CONVERSION FUNNEL ANALYSIS

What paths to conversions are visitors taking? Where is the last click? Where is the first click?

CONVERSION REPORTS

What type of revenue-generating actions are coming from your content? How much revenue has your content generated?

SOCIAL MEDIA

What type of social media activity does your brand have? How many people are engaging with your content (sharing, commenting, liking, etc.)? How has your audience grown?

CONCLUSION

At MMGY Global, we inspire people to go places. And we don't take that "inspire" word lightly. One of the strongest ways to inspire people to explore, book, or spend more money is by providing them with content that gets them hooked. The content that your destination, hotel, airline, or attraction creates shouldn't interrupt your target market's day; it should engage them. The content marketing pool is warm and it's time to dive in.

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¹⁰"The Ultimate Guide to Content Marketing ROI" NewsCred, 2013.

ABOUT THE AUTHORS

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MMGY Global, the largest integrated travel marketing firm in the world, has over 35 years of travel marketing experience providing research-driven advertising, branding, online marketing, web and mobile development, social media, content marketing, CRM and public relations services to travel industry clients.

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