

# Neotrope Selected to Provide Internet Marketing Solutions for LetsGoToPonce

## **An Insider's Guide to South Puerto Rico Tourism, Business, and Relocation**

TORRANCE, Calif. – Sept. 4 (SEND2PRESS NEWSWIRE) – Neotrope(R), a leading California-based advertising, public relations, and Internet Marketing firm established 1983, today announced that Puerto Rico-based international marketing and PR firm I:Avalanche Corp. has selected Neotrope to provide promotion assistance for LetsGoToPonce.com, South Puerto Rico's source for tourism, business and relocation opportunities.



Send2Press Newswire

As part of this program, Neotrope will provide both press release distribution services as well as its proven ContextEngine(R) search engine Deep-Linking Technology, first introduced in fall of 1996.

"Neotrope offers a no-gimmick approach and demonstrable expertise in search engine marketing," said David Southgate, I:Avalanche CEO. "They deliver and that's good news for our South Puerto Rico market."

LetsGoToPonce.com is the only English language media focused on developing the South Puerto Rico (Porta Caribe) economy with high value, cost effective interactive, highly segmented international emarketing. Advertisers can access a highly segmented network of North American corporate and consumer customers who have expressed explicit interest in the region's tourism, real estate, business investment, and relocations opportunities. Visit [www.LetsGoToPonce.com](http://www.LetsGoToPonce.com) for more information.

For insider travel information about South Puerto Rico, visit: [www.letsготoponce.com/Trip\\_Planning/](http://www.letsготoponce.com/Trip_Planning/)

### **About Neotrope(R)**

Based in Torrance California, Neotrope ([www.neotrope.com](http://www.neotrope.com)) has been helping small-to-medium businesses and entertainment companies establish their brand and grow revenue since 1983. Neotrope has launched over 600 Websites since March of 1995 and has developed proprietary solutions for Internet Marketing, SEO, and search positioning.

Send2Press(R) Newswire, a unit of Neotrope, offers best-in-class affordable news distribution and alternative placement of news content to improve its "persistence" versus the traditional one-shot approach. In addition to sending news directly to journalists, print and broadcast media, and news clipping services, Send2Press places news into online news sources including the Neotrope News Network, RSS and headline feeds, social networks, and into

search engines using Neotrope's ContextEngine(R) press release optimization technology for high search visibility.

The Neotrope marketing team includes President/CEO Christopher Simmons, who is the leading authority on press release optimization, an award-winning designer, a member of the Public Relations Society of America (PRSA), and ASCAP; Liisa Sullivan, a veteran PR pro, and a Public Relations Association of Western North Carolina member; and Vickie Jenkins, an expert media coach and award-winning broadcast journalist.

More information:

[www.Send2Press.com/services/internet\\_marketing.shtml](http://www.Send2Press.com/services/internet_marketing.shtml)

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