

## For Immediate Release

### **MobileRVing 2.0 Launches on iTunes and Google Play**

#### *The MobileRVing Mobile App Offers RV Traveler Deals and Resort Booking Options*

**Plantation, FL** - (October 30<sup>th</sup>, 2015) – Southeast Publications, creator of the MobileRVing.com RV Travel Search Engine, announced the deployment of MobileRVing 2.0 on Google Play & iTunes. The new mobile app is intended to connect their large community of RV Travelers to RV Parks, Resorts, Campgrounds, businesses that support Outdoor Recreation, and special business offers for the Mobile App Users.

One of the mobile app features includes ways for RV Travelers to see local business deals being offered to MobileRVing App users within a 50-mile radius of wherever they may be traveling in North America. The Mobile App will also provide users with directions to the business, a contact number, website, and a brief description of the products and services offered.

Carlene Morris, Vice President of Southeast Publications states, “We service over 17,000 small businesses every year. Their advertising needs are changing. It’s important for these businesses to take an integrative marketing approach and having the type of digital presence that only we can provide, ensures they are receiving maximum value for their advertising dollar.”

Businesses that list on MobileRVing.com can update specials and advertising placements in real time. According to Southeast Publications, they can also manage their profile on the Mobile App in real time within their user Dashboard. Brian McGuinn, Director of Business Development states, “We are now averaging 500 business profiles per month uploading their profiles on MobileRVing.com. When our associates explain what is being offered now to RV Resort publication sponsors, they are blown away. Because we include so much within our advertising package, our partner publications are seeing an increase in support and larger formats being offered because of the support we are able to acquire.”

RV Resorts and Campgrounds that partner with Southeast Publications are equally excited about the new Mobile App. Users can now book sites from the app without charging the RV Resort or Campground anything. Southeast Publications designates their partners as “Preferred Properties” on the MobileRVing.com website and Mobile App. This gives Southeast Publications’ partners enhanced visibility on both platforms which might be important when you consider that there are over 23,000 properties listed on both the Mobile App and Website.

CEO Wally Warrick states, “We are just getting started. We have several additional digital platforms that will engage the RV Travel Community and hopefully convert would-be RV Travelers to Full Timers. The more value we can provide for our RV Resort partners, advertisers and our community of RV Enthusiasts, the more the universe will bring it back to Southeast Publications.”

#### **ABOUT SOUTHEAST PUBLICATIONS**

Since 1986, Southeast Publications has been the leader in the guest guide industry, servicing approximately 1,400 accounts in 2014 and over 17,000 small businesses. Southeast Publications has the largest sales force which traverse throughout the United States and Canada. Beyond providing superior printed materials, Southeast Publications has expanded into comprehensive digital offerings such as www.MobileRVing.com, now with over **45,000** unique visitors monthly. Some other products produced by Southeast Publications include Web Design, SEO, Commercial Print, Promotional Products, and Graphic Design work. For more information about Southeast Publications, contact Brian McGuinn, Business Development Sales Manager, and Southeast Publications at (800) 832-3292 or via email at [Brian@southeastpublications.com](mailto:Brian@southeastpublications.com).