

TourEagle appoints AlterSage as key consultancy

AlterSage, a specialist online marketing consultancy, has been appointed by TourEagle.com to consult and strategise a brand awareness and online marketing campaign. AlterSage have structured a Pay per Click (PPC) campaign, provided an online marketing workshop on best practice techniques and provided online PR by means of an article campaign to gain exposure for this online road trip planner.

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