



New DoylesRoom Marketing Campaign Appeals To The Masses

SEM Ltd., February 26, 2008

URL: <http://www.pr9.net/games/online/7450february.html>

DoylesRoom looks to attract players from the US and all over the world with new ads.

PR9.NET February 26, 2008 - San Jose, Costa Rica - DoylesRoom has embarked on the most aggressive marketing campaign since the opening of the online poker room. With advertising money being spent in all media outlets, including TV, Print, Website advertising, SEO markets, and Affiliate and Referral marketing, the market share is skyrocketing. This particular campaign has features some of the best print creatives being produced, that make even those designed by top-level advertising agencies pale in comparison.

Though the focus of the current campaign is aimed at the US poker player, the features of the site are designed to meet the needs of players all over the globe. The software at the site is available in more languages than any other poker room on the Internet, making it appealing to a worldwide audience. While the current market targeted is the US, the level of marketing will expand over the coming months to include foreign markets.

The driving force behind the campaign is the uniqueness of the DoylesRoom brand. Far from the typical lifestyle brand of poker, DoylesRoom brings back the classic cowboy appeal of poker. Everything from the design of the site, to the cowboy hat on Brunson's head, shows that DoylesRoom is the place where the best of the Internet meets the Wild West saloon poker table. DoylesRoom's commitment to Vegas-style customer service, the competitive action of the poker room, along with the security and fairness that is exhibited by a room bearing the name of the great poker legend, Doyle Brunson, are what draws in players and keeps them coming back.

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About SEM Ltd.

Search Engine Marketing Ltd. is a Costa Rica-based Search Marketing agency, boasting a team with over 30 years of combined experience and millions of dollars in client revenue growth.

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