



# EMAIL MARKETING

INCREASE RESIDUAL GUESTS

**BIZCOR<sup>®</sup>**

## OPEN TAP

Your past bookings are a well of future reservation potential waiting to be accessed.



## INCLUDED IN EVERY BIZCOR® EMAIL MARKETING STRATEGY:

### EYE CATCHING GRAPHIC DESIGN

The first goal of any email is to get opened. Our messages are designed to get noticed and get your past guests excited about vacationing at your properties.

### POWERFUL CALLS-TO-ACTION

Creative subject lines and thought provoking headlines motivate readers to move in closer. A clear call to action makes it easy to move on to the next step in booking.

### PROMO & EMERGENCY BOOKING STRATEGIES

Everyone loves to get a deal, and if you are offering something your competitors are not, you have a clear advantage.

# EMAIL MARKETING PACKAGES

	LITE	PRO
2 EMAIL BLASTS PER MONTH	✓	✓
CUSTOM HTML EMAIL TEMPLATE	✓	✓
MAILCHIMP LIST MAINTENANCE	✓	✓
ROBUST QUARTERLY DATA REPORTING	✓	✓
MONTHLY EMAIL STRATEGY		✓
HIGH QUALITY IMAGES AND GRAPHIC DESIGN		✓
PROFESSIONALLY WRITTEN CONTENT		✓
POWERFUL CALLS TO ACTION		✓
ROTATING FEATURED PROPERTIES		✓



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5580 W Chandler Blvd.  
Chandler, Arizona 85226

1-877-736-4250

[bizcor.com](http://bizcor.com)