



EMAIL MARKETING

INCREASE RESIDUAL GUESTS

BIZCOR[®]

BUILD BRAND TRUST & RECOGNITION

Communicate the quality of your brand and become a trusted resource for local information

KEEP YOUR COMPANY TOP OF MIND

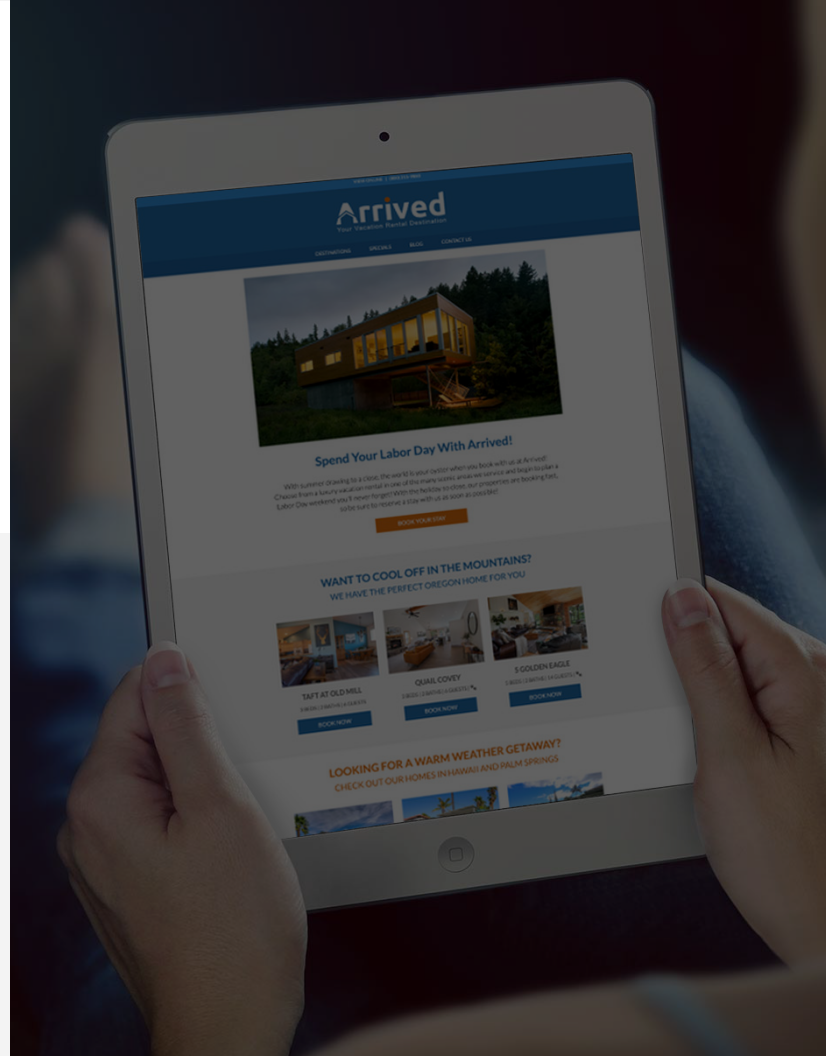
Make sure YOU are the company in their inbox when they're ready to book their next vacation

CLOSE LOW-HANGING FRUIT

Email opt-ins and past guests have already expressed interest - easily convert them with a perfectly timed email

FILL GAPS IN BOOKINGS

Slow season? Last minute availability? New inventory? Fill any gaps in bookings with targeted promotions for specific dates, seasons, properties



WHY CHOOSE BIZCOR® FOR YOUR EMAIL MARKETING?

- After years of experience working exclusively with VRM companies, we know this industry inside and out
- Our A/B tested, fully responsive, custom HTML email templates are proven to convert leads into bookings
- Our in-house developers, graphic designers, copywriters, and QA testers ensure that your emails are always professional, modern, and high-impact
- Our team's Streamline expertise allows us to work within your PMS to assist with coupon management and property selection based on availability

EMAIL MARKETING MANAGEMENT PLANS

STARTER

YOU'RE IN THE DRIVER'S SEAT

- Access all of the features and capabilities you'll need to create and send captivating, professional email marketing campaigns. Your emails will always be on-brand and engaging thanks to your custom designed and fully editable email template with multiple layout options.
- **Perfect for the new PM or the team with an in-house email marketer**

LITE

PUT YOUR EMAILS ON AUTOPILOT

- Our team will send up to 2 email blasts per month to your list, rotating your existing website content and our strategically selected properties.
- Need to add a promotion or event that isn't already on your website? Not a problem, you can send us any additional content you want to feature.
- **Perfect for the busy PM who knows the value of consistent emails, but can't always devote the time**

PRO

LET US TAKE THE WHEEL

- Leverage our team's experience and industry expertise to craft 2 email blasts per month including strategy, copywriting, image selection, and graphic design.
- A/B testing, enhanced reporting, and dedicated time with your account manager each month will ensure that your email strategy is always improving and stays consistently aligned with your business goals.
- Our Streamline experts will save you time by accessing your Streamline account to download new contacts, set up coupon codes, and select properties to feature based on availability.
- **Perfect for the PM that is serious about driving engagement and revenue!**

EMAIL MARKETING SET UP

- | | |
|--|---------------------------------------|
| ✓ Campaign Monitor Account Configuration | ✓ Google Analytics Connection |
| ✓ Domain Authentication | ✓ 3 Month Email Schedule (Lite & Pro) |
| ✓ Development of Custom Email Template | ✓ Destination Research (Pro only) |
| ✓ List Scrubbing and Uploading | ✓ Content Plan Creation (Pro only) |

EMAIL MARKETING MANAGEMENT

	STARTER	LITE	PRO
Campaign Monitor Account Setup	✓	✓	✓
Connect Campaign Monitor to Website Forms	✓	✓	✓
Custom Designed Editable Email Template	✓	✓	✓
Access to Email Marketing Support*	✓	✓	✓
Email Performance Reports	✓	✓	✓
2 Monthly Email Blasts to Past Guests**		✓	✓
Strategically Selected Featured Properties		✓	✓
High Quality Images and Graphic Design			✓
Professional Copywriting			✓
Suggested Promos & SL Coupon Code Setup			✓
A/B Testing			✓
List Management			✓
Enhanced Booking Revenue Reports			✓
Monthly Strategy Meeting			✓
Annual Template Updates			✓

*Starter: Billed at \$150 per hour, Lite & Pro: Up to 1 hour per month included

**Lite: Rotating featured properties and existing website/blog content or content provided by client

TESTIMONIALS



“

Email marketing is one of those things I tried on my own numerous times over the years. I came to the conclusion it is something I don't have time to do consistently but I know it's important. That's why I partnered with the Bizcor team for email marketing 4 years ago. To say I've gotten my money's worth would be an understatement; just last year their email marketing efforts helped drive \$1.5 million in revenue for our business! With that kind of ROI, Bizcor's email marketing is a no-brainer.

Ola Properties

LARRY OLDFIELD | PRINCIPAL BROKER

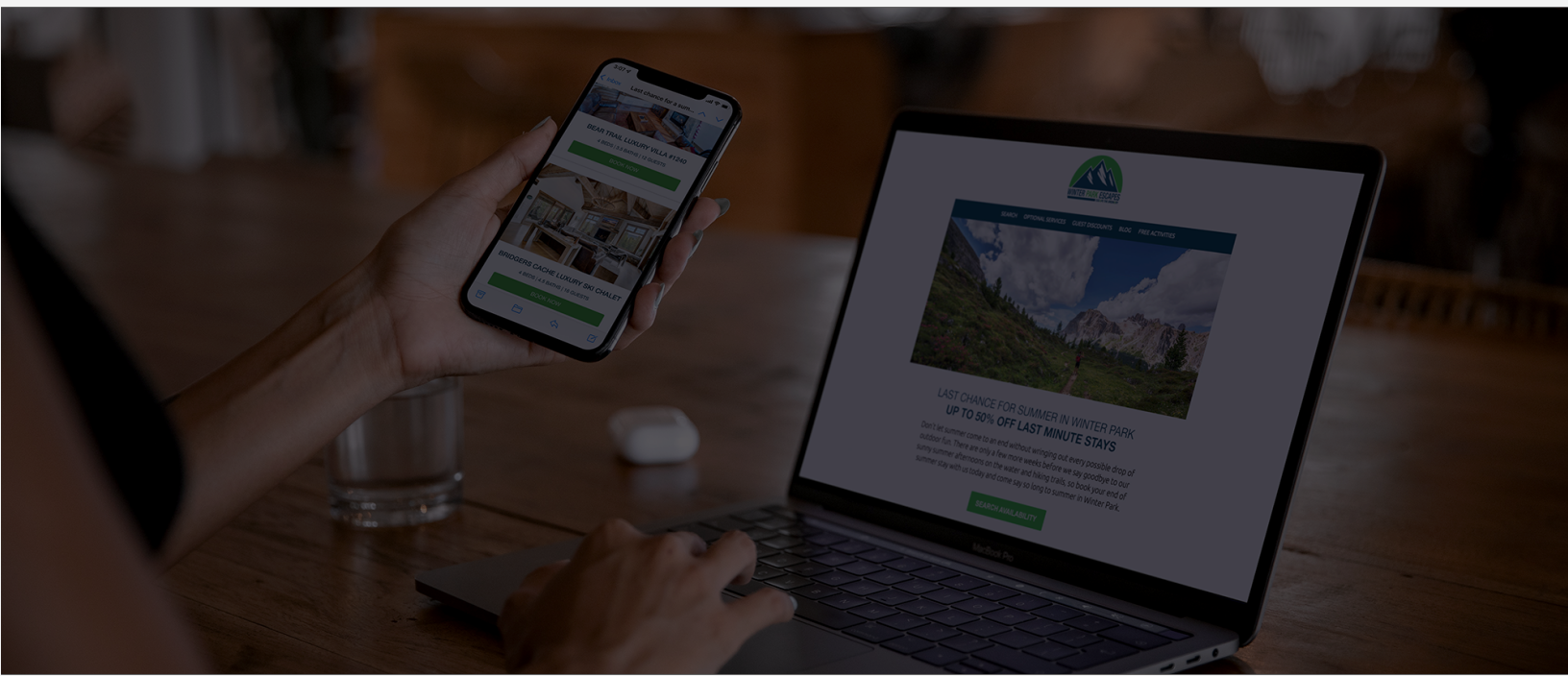
“

With Bizcor's help, our marketing emails influenced over 500 bookings in the first 6 months! We couldn't be happier with their services.

 Morton and Furbish
Real Estate

Morton and Furbish

BETH EASTLACK | RENTAL AGENT



A dark, moody photograph of a person's hands typing on a laptop keyboard. The image is dimly lit, with the primary light source coming from the laptop screen, which is partially visible on the right. The person's left hand is in the foreground, wearing a watch and a bracelet. The BIZCOR logo is centered over the keyboard area.

BIZCOR®

5580 W Chandler Blvd.
Chandler, Arizona 85226

1-877-736-4250

bizcor.com