

## Email campaign: Vizergy is here for you.

08.25.23 JLeo

**Objective:** Keep non-account management clients informed of our services, and position Vizergy as a valuable resource for hospitality solutions and industry knowledge.

**Strategy:** Send a series of emails several weeks apart. Each message asks a question and offers the solution in a statement **“Think Vizergy.”** Below suggests “pain point” questions for 3 separate but similar emails in the series. Open to ideas for others.

**Sample Message:** Emails below outline our high-level services and offer plenty of links to encourage interaction.

Note: A secondary strategy can be developed if we want to market specific services, for example, Digital Marketing services. This message may focus on SEO, Paid Advertising, Database Marketing, etc. as the bullet point/links.

**Email #1:**

Subject: **Vizergy is here for you**

Thinking you need more direct bookings?

Think Vizergy.

Vizergy is here for you, with proven services that help your business grow, achieve better ROI, operate more efficiently, and powerfully compete. Think about this:

- [Professional Account Management](#)
- [Smart Digital Marketing Strategies](#)
- [Efficient Reservation Systems](#)
- [Impactful Website Design](#)

If you want a consistent flow of bookings, to enhance your brand and online exposure, or just to keep current on industry trends: Think Vizergy.

So what do you need?

Tell us by submitting your request on your [Vizergy Marketing System \(VMS\)](#) (click bottom left corner.) Or just [contact us here](#).

You can even [Browse our Blog](#) to keep informed on hospitality hot topics like combatting staffing shortages, front desk support strategies, competing with vacation home rentals, and more.

All you really need to do is Think Vizergy. We're here for you.

**Email #2:**

Subject: **Vizergy is here for you**

Thinking of ways to fill rooms in your slow season?

Think Vizergy.

Vizergy is here for you, with proven services that help your business grow, achieve better ROI, operate more efficiently, and powerfully compete. Think about this:

- [Professional Account Management](#)
- [Smart Digital Marketing Strategies](#)
- [Highly Efficient Reservation Systems](#)
- [Impactful Website Design](#)

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**Email #3:**

Subject: **Vizergy is here for you**

Thinking you should be getting more onsite guest revenue?

Think Vizergy.

Vizergy is here for you, with proven services that help your business grow, achieve better ROI, operate more efficiently, and powerfully compete. Think about this:

- [Professional Account Management](#)
- [Smart Digital Marketing Strategies](#)
- [Efficient Reservation Systems](#)
- [Impactful Website Design](#)

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