

# Hospitality



## What they care about

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1. Attract more first-time guests
2. Keep guests engaged during their stay
3. Quickly inform and update guests
4. Build positive relationships with guests
5. Collect contact information automatically

## All-in-One Marketing Feature

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1. Mobile keyword, social media posts, online sign-up pages
2. Follow-on auto-responses, MMS, shuffle responder
3. SMS text, appointment reminder, voice broadcast
4. Email newsletter, multi-channel coupons, multi-channel voting
5. Mobile keyword, online sign-up pages, shuffle responder

## Opening Statement

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{Intro statement}

I'm calling today to discuss an all-in-one marketing service that many hotels and resorts are already using successfully to attract new guests and turn them into lifelong visitors.

## Questions

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1. What are you currently doing to attract new guests to your hotel or resort?
2. How are you making sure that guests are engaged during their stay?
3. Are you able to quickly inform and update guests?
4. What are you doing to build positive relationships with new and existing guests?
5. Are you finding it difficult to collect guests' contact information automatically?

## Benefits Statements

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1. All-in-One Marketing helps you attract new customers by increasing visibility. Advertise your mobile keywords in magazines, newspaper ads, on your website, and even in ad spaces near your hotel or resort. Leverage the power of social media by posting compelling announcements and promotions.
2. With tools like follow-on auto-responses and MMS picture messages, you can engage guests with dining and entertainment suggestions. Let guests know about hotel or resort amenities, local attractions, and fun things to do in the area.
3. All-in-One Marketing allows you to communicate important news and critical announcements with instant SMS texts or voice broadcast for guests who aren't as familiar with texting.

4. Build positive guest relationships and create lifelong visitors by sending a simple mobile eCard for thank you's, holidays, and special promotional events.
5. Quickly and effectively collect valuable contact information with mobile keywords. You can collect even more information like full name, email address, and custom data like age, gender, and birthday with online sign-up pages or Facebook sign-up pages

To put your mind at ease, All-in-One Marketing comes with the following advantages:

- Online tutorial videos
- [insert customer service benefits here]