



## Introducing AutoClerk's eLetter Services.

A turn-key service managed by our professional marketing team who works with you to maximize results.

- Grow your occupancy, ADR and RevPar through effective guest emails.
- Improve guest experiences with personalized emails.
- Receive immediate guest satisfaction feedback from guests through automated surveys with results emailed to management.
- Target emails by geography, stay dates, room rates or types, guest counts and other key characteristics to deliver the right message to receptive guests.
- Grow occupancy through efficient email marketing of your current and previous guests using four different services:

### Reservation Letters Sent Automatically

**Confirmation** – Send immediately with reservation details and hotel information.

**Welcome** – Sent before arrival providing reservation, events, promotional, weather and driving details.

**Thank You** – Sent after departure and can include a guest satisfaction survey.

**Change** – Sent immediately with changed reservation details and hotel information.

**Cancellation** – Sent immediately to confirm the cancellation.

### Marketing Newsletters

- Scheduled and ad-hoc emails with promotional specials and other marketing messages.
- Timed to work with holidays and events.
- Automatically scheduled.

### Repeat Guest Campaigns

- Attract return business with a timed series of emails sent after departure with promotions designed for your guests.

### Occupancy Maximizers

- Fill the house quickly by marketing excess inventory with emails to previous guests with great offers.

### Improve Your TripAdvisor Rating

- Guests who report a favorable experience at your hotel on the Guest Satisfaction Survey are invited to click and be automatically routed to TripAdvisor to rate your property.

### Effective Emails

- Eye appealing graphically rich emails which properly convey your property.
- Effective content personalized specific reservation details.
- Rich in information and helpful links.
- Include links to your social media and rewards programs.

### Automatic Reservation Emails

- Collection of guest data and email creation is automatic with a direct feed from your AutoClerk system.
- New reservations, changed reservations and cancellations initiate a series of emails based upon your preferences.
- Statistics collected tracking emails, deliveries, clicks, bounces and unsubscriptions provide performance measurements.

### Emails May Include

- All reservation details (names, numbers, rates, dates, etc.).
- Property details (address, contacts, etc.)
- Links to social media such as Twitter and Facebook.
- Links to virtual tours, hotel websites, review sites.
- Special offers, promotions and coupons.
- Hotel policies.
- Links to weather, driving directions, co-owned businesses, events sites and much more.
- Options to forward to others by email.
- Button to automatically import the reservation into a guest's calendar.



AUTOCLERK, INC., 936 DEWING AVENUE, SUITE G, LAFAYETTE, CA 94549

925-284-1005

sales@autoclerk.com

www.autoclerk.com