

## EMAIL MARKETING

— BY RMS THE HOSPITALITY CLOUD



Design targeted and engaging email templates with RMS Campaigns.

With the functionality within RMS, design highly visible, targeted and engaging email templates all with simple drag-and-drop tools.

Quick, easy and effective !

### POWERFUL EMAIL COMMUNICATION

Easy to use even for those with no digital marketing experience - create slick and professional looking messages by simply dropping and dragging elements such as text, images, buttons and links into the template builder.

Resonate with a targeted audience for maximum impact.

### HIGHLY TARGETED CAMPAIGNS

Segment your database using a range of selection options to target specific target audiences with relevant information.

Effective as a guest engagement tool as well as a marketing tool for past guests.

### FULL SUITE OF REPORTS

Quickly evaluate the effectiveness of your email campaigns

Refine campaigns for specific target audiences

### YOU SET THE RULES

Communicate with 'groups' with different requirements and expectations

"One message fits all" is the world of yesterday

### DATABASE SEGMENTATION

Integrated with the property management system

Segment database without the need to exports lists or use external tools

### EMAIL TEMPLATES

Simple drag and drop template designer functionality

Numerous high quality design options