



MARKETING WITH **IMPACT**  
Your Single Source for the Knowledge and Tools You Can Use

This edition of Marketing With Impact will be posted on [Live Wire](#). If you would like to add anyone to the distribution list, please email [ExecuStayMarketing@oakwood.com](mailto:ExecuStayMarketing@oakwood.com).

**Week of October 7, 2013**

## GENERAL ANNOUNCEMENTS

### **Hot City Deals**

ExecuStay Hot City Deals "Shop" went live on Tuesday, October 1st. Guests who book a 30+ day stay at any participating ExecuStay property between October 1, 2013 and December 31, 2013 and move in by January 31, 2014, can choose 10,000 Marriott Rewards points or a \$100 gift card. See [ExecuStay.com/Deals](http://ExecuStay.com/Deals) for all the details.



### **FILL VACANCY with the Help of Brand on Demand!**

Have you been taking advantage of Brand on Demand? There are so many GREAT marketing materials just waiting to be customized! Take this property profile for example. The template allows me to:

- 1 Upload images of the property
- 1 Insert the property's name and address
- 1 Customize the intro paragraph to best describe the area and value-adds
- 1 Add bullets that show features of the property
- 1 Share Marriott Rewards highlights
- 1 Insert contact information so clients/guests can reach out to me

I can send this to my clients and potential guests to let them know there are units available. Don't wait, act now!

**ExecuStay® at 123 Main Street**  
123 Main Street, VA 12345

The (Insert Property Name) is located in an ideal (Insert Neighborhood Name) neighborhood. The area offers an exceptional array of external amenities, including restaurants, services and public transportation, making this property an excellent choice for extended stay business travelers.

**ExecuStay Apartments include**

- Utilities - electric, gas, water, and cable
- Free wireless and high speed Internet access
- Television, DVD player
- Full kitchen including essential cookware
- Elite Dremor bedding
- Bath linen
- Laundry facilities on site
- Housekeeping every other week
- 24/7 customer care
- One monthly invoice

**In addition, (Insert property name) Apartments include**

- Insert first bullet here
- Insert second bullet here
- Insert third bullet here

**Property Features and Services**

- Insert first bullet here
- Insert second bullet here
- Insert third bullet here

**Marriott Rewards®**

- ExecuStay is the only corporate housing provider that allows you to earn Marriott Rewards points.
- Earn 2.5 points per dollar on qualifying stays.
- If you're not a Marriott Rewards member, be sure to enroll now at [MarriottRewards.com](http://MarriottRewards.com).

**Reservations and Information**  
888.220.0301 | 800.000.0000 |  
Visit [ExecuStay.com](http://ExecuStay.com) to book online

**EXECUSTAY®**

### New Item! No Smoking Magnets Available Now!

These no smoking magnets are a great way to communicate with your guest which units are non-smoking without taking up more counter space. Order yours today!

You can find these on the CustomPoint print portal: ExecuStay > In-unit materials



## INSURANCE TEAM UPDATES

### Joan Mack Authors Feature in Claims Journal's Fall Issue

[Why Some Policyholders Need Creative Customized Temporary Housing Programs](#), written by Joan Mack, explains how to determine the right housing solutions provider and positions Insurance Housing Solutions as a thought leader in the emergency housing industry. The article will be promoted through an email sent to Policyholders, Adjusters, Restoration Providers, CAT Teams and First Responders, and also promoted through Oakwood and Execustay social media channels, and the Oakwood Worldwide Client Newsletter. A full copy of the article can be found [here](#). For more information contact [Jennifer Spartin](#).

October 10 Email



October 7 Social Media Post



If you have any questions regarding Brand on Demand, the CustomPoint Print Portal and other general marketing inquiries, please reach out to the Marketing Team at [ExecuStayMarketing@oakwood.com](mailto:ExecuStayMarketing@oakwood.com).

This email was sent to: [cgalutera@oakwood.com](mailto:cgalutera@oakwood.com)

This email was sent by: Oakwood Worldwide  
2222 Corinth Ave. Los Angeles, CA 90064 USA

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