



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.

Week of October 28, 2013

GENERAL ANNOUNCEMENTS

October ExecuStay eDeals

The ExecuStay eDeals email went out on Tuesday, October 22, to over 28,000 consumers, covering 18 nationwide city offers. The email included cities with special rates available now through December. The next ExecuStay eDeals rate submissions, featuring special rates available December through January, are due November 15 and the emails will go out November 22.

 1 (877) 388-9556

Special Rates

On Furnished Apartments
Now Through December

Marriott Rewards®
members earn points
for their stay!*





Albany, NY from \$59⁹⁵/day

[Waters View](#)



Arlington, VA from \$129⁹⁵/day

[Metropolitan at Pentagon City](#)



Chesapeake, VA from \$80⁹⁵/day

[Belmont at Greenbrier](#)



Chandler, AZ from \$109⁹⁵/day

[Villa Pallavicini](#)



Chicago, IL from \$105⁹⁵/day

[200 Squared](#)



Cincinnati, OH from \$83⁹⁵/day

[Centennial Station](#)





October FLEX Account Winback Email

The below email was sent to all FLEX winback clients last Wednesday, October 23. This group includes clients who have not stayed with Oakwood Worldwide in the past year. The email featured a special incentive of \$250 off their first 30 day stay, and encouraged winback clients to take a fresh look at Oakwood Worldwide's offerings.




**Book Now and
SAVE \$250**

LEARN MORE

Take A Fresh Look at Oakwood Worldwide®

You know that for over 50 years we have been delivering customized housing solutions to a wide variety of industries. But did you know we also offer:

- The industry's most expansive inventory, with accommodations in more than 70 countries and in all 50 states
- Flexible invoicing and consolidated reporting
- Availability to book online or through your dedicated account representative
- Marriott Rewards® points for stays of 30 days or more at any U.S. ExecuStay®

Rediscover the many advantages of Oakwood Worldwide. Book with us today and we'll welcome you back with \$250 off your next stay of 30 days or more.

BOOK TODAY AND SAVE

Contact us for more information:

 Call us at:
1-877-388-7203
  Email us at:
oakwoodsolutions@oakwood.com
 Submit a
Housing Request

Offer valid for arrivals between October 10th and Dec 31st. Offer valid only at participating properties. Offer is based on availability. Offer is non-transferable and cannot be combined with any other promotional offers or discounts. Good for stays of 30+ days only, and only one stay per guest. Other terms and conditions may apply.

This email was sent by Oakwood Worldwide, 2222 Corinth Avenue • Los Angeles, CA 90064
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To ensure delivery of future emails, please add solutions@email-oakwoodworldwide.com to your address book. [View Instructions](#)

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The email clicked through to a dedicated landing page where recipients could view the offer and contact the FLEX Inside Sales team at the WSSC for fulfillment.




Book Now and SAVE \$250*

Home | What is Corporate Housing | About Oakwood Worldwide® | Our Brands | Marriott Rewards® | Photo Gallery

WHAT IS CORPORATE HOUSING

If you have any questions, please contact [Preethi Ramanath](#).

Marketing tools that fit your needs!

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

- 1 Upload images of the properties I want to highlight in my market
- 1 Add bullets that show features of the properties

- 1 Add starting rates
- 1 Customize the intro paragraph to best describe my market and value-adds
- 1 Insert contact information so my clients can reach out to me



INSURANCE TEAM UPDATES

NEW! Insurance Housing Solutions Landing Page

We are happy to announce that the new Insurance Housing Solutions landing page insurancehousingsolutions.com is now live! This new page features our value proposition and differentiators, industry thought leadership, upcoming events, and prominent placement of relevant contact information. This page will be promoted through our insurance marketing tactics and channels.



For more information contact [Jennifer Spartin](#).

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.

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