

YOUR HOTEL DEALS

Marketing Toolkit



CONTENTS

- Overview..... 1
- Marketing Copy..... 2
- Social Media Images..... 3
- Web & Email Banners..... 4
- Digital/Print Flier.....5
- PowerPoint Slide..... 6
- Email HTML.....7
- Testimonials.....8
- Hotel Logos..... 8



OVERVIEW

Surveys show that cost and flexibility are top priorities for members when booking hotels. With up to 50% off year-round, free cancellation on most properties, and reliable customer support, your members can enjoy significant savings and peace of mind—all thanks to you! This toolkit is filled with ready-to-use marketing materials so you can easily share these savings with your members anytime, anywhere.



Pro Tip:
Need tips on how to utilize the toolkit materials?
Check out this video tutorial:
[How to Use Marketing Toolkits](#)





MARKETING COPY

Any marketing copy in this document and in the attached assets can be utilized for multiple types of promotional content including emails, ads, videos, blurbs, blog articles, advertorials, social media posts, etc.

Option 1

Save up to 50% on every hotel stay with your members-only deals!

Option 2

Save up to 50% on over 850K hotels worldwide + enjoy free cancellation options, top-notch customer service, and more!

Option 3

Discover savings on your next hotel with just one click! Book now at [Add Your Discount Program Name].

Option 4

Explore a wide selection of hotels at incredible rates with [Add Your Discount Program Name Here]! Choose from 850K+ properties, enjoy flexibility with cancellation options, and more.

Option 5

Book your next hotel with [Add Your Discount Program Name Here] to enjoy the lowest rates. You'll experience over 850,000 properties worldwide, hotels for every budget, free cancellation options, no hidden costs or fees, reliable customer support, a hassle-free booking experience, and more! Visit [Add Your Discount Program Travel Homepage URL Here] to save on every stay.





SOCIAL MEDIA IMAGES

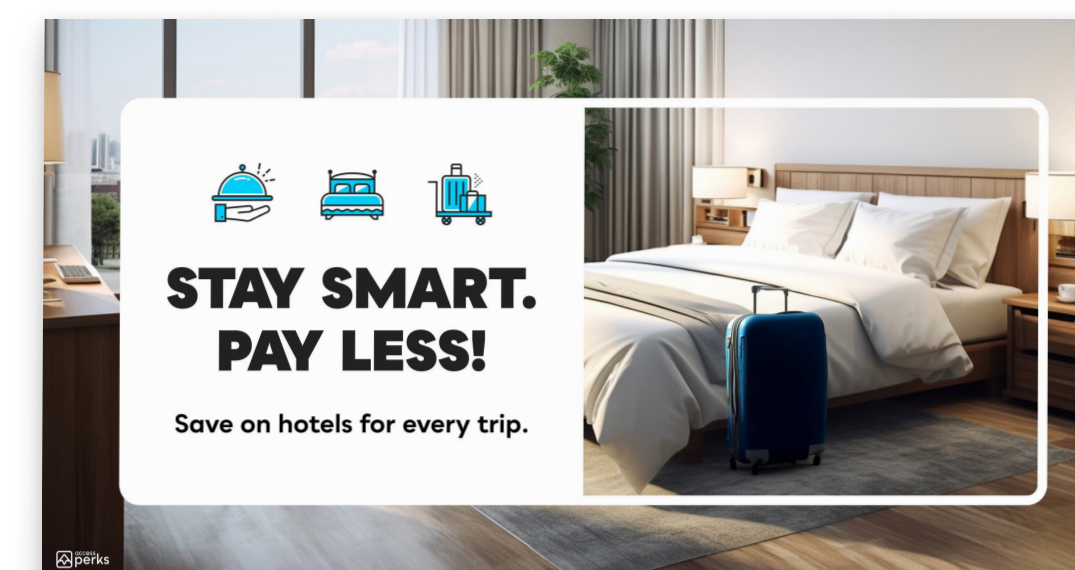
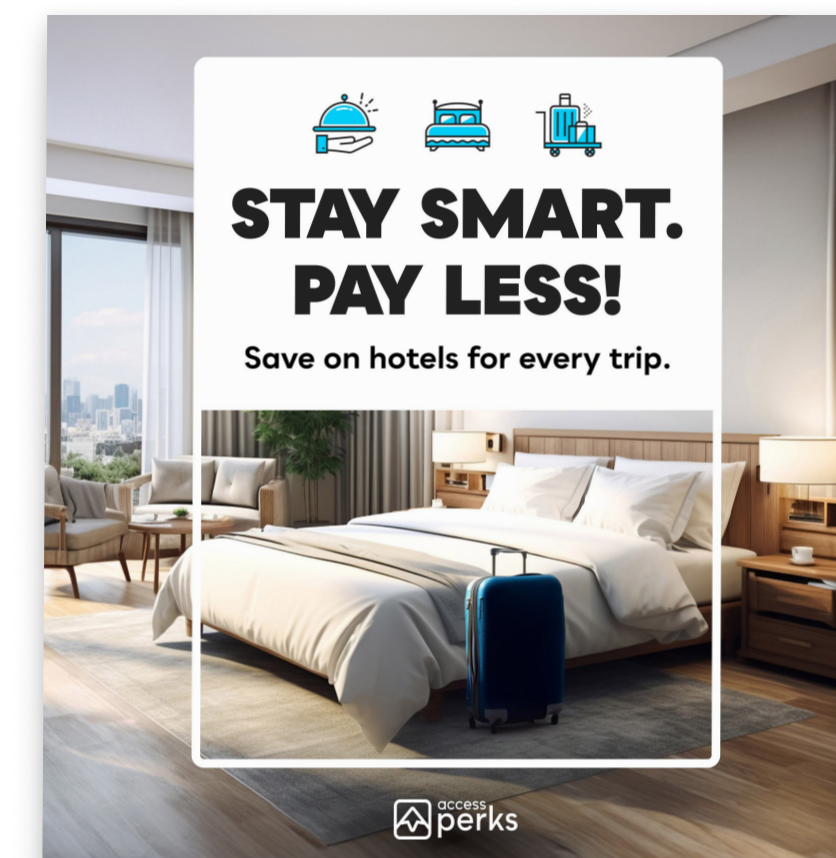
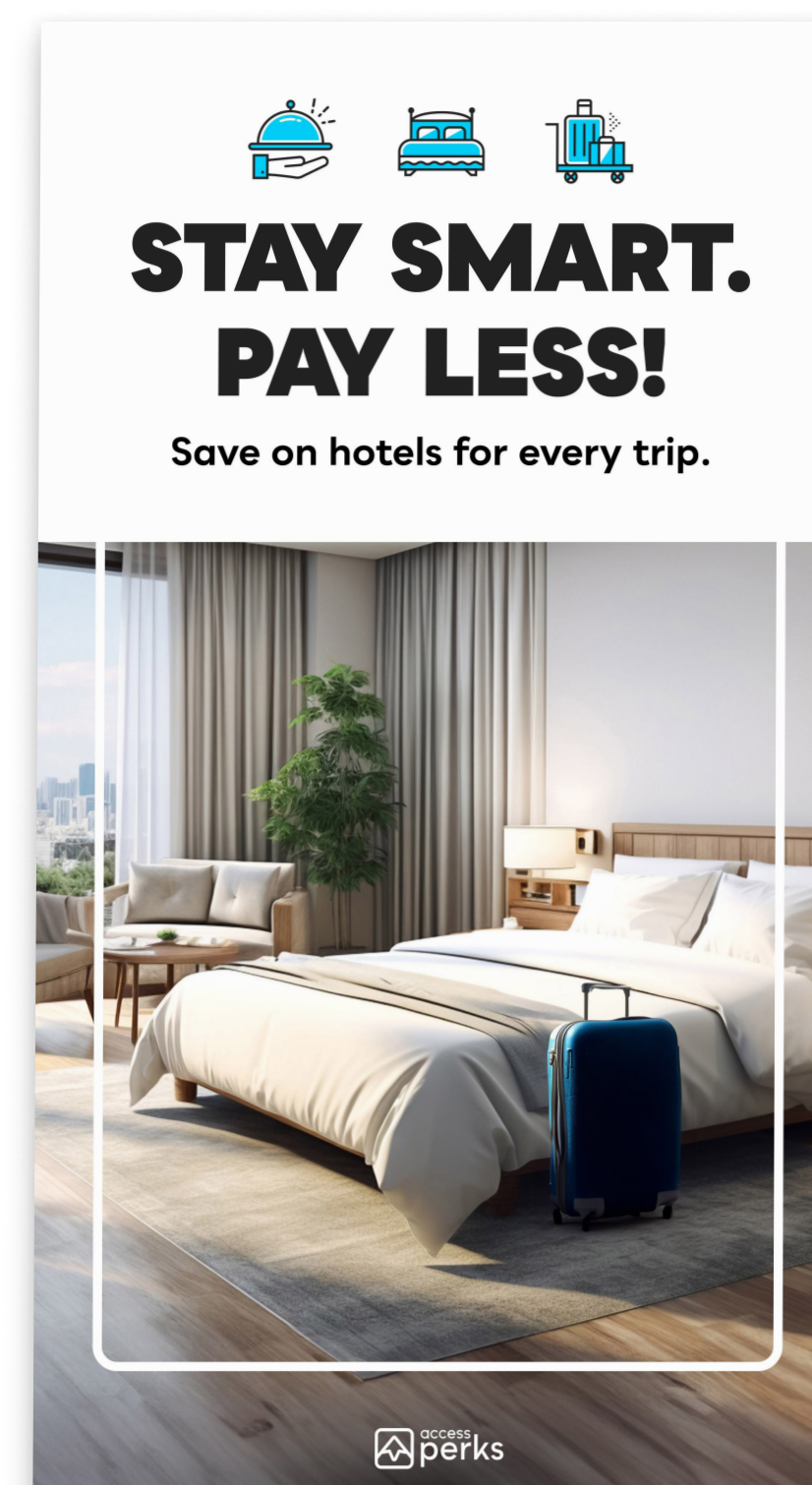
These images can be used on Facebook, Instagram, and other social channels. Two image sets have been provided. One that includes the Access Perks logo and one that is ready to use as is or has room to add your logo.

1080x1920

1200x630

1080x1080

Download Images



Note: The raw, unedited, text-free images used in this toolkit have been provided for you to use at your discretion when creating your own hotel savings promotional materials.

Download Images



WEB & EMAIL BANNERS

The banners we’ve created can be used in your emails, bulletins, newsletters, and other communications. Make sure to place the banner as close to the top of your emails as possible. This will ensure your audience sees it as soon as they open the email. Two banner sets have been provided. One that includes the Access Perks logo and one that is ready to use as is or has room to add your logo.

Email Banner Sizes:

600x288 | 300x288

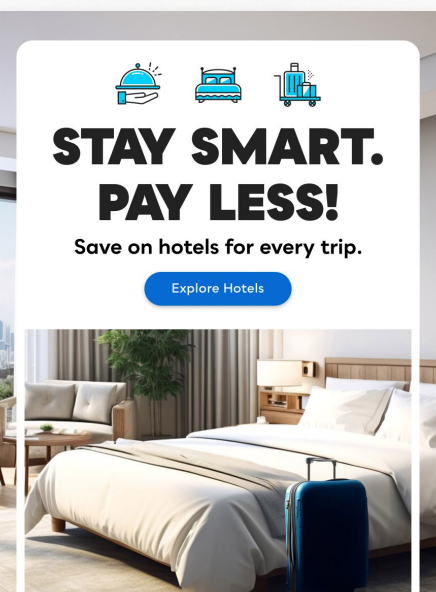
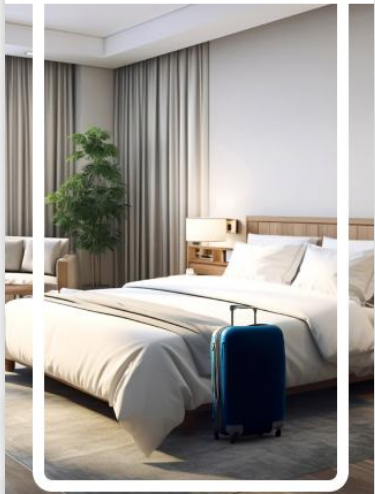
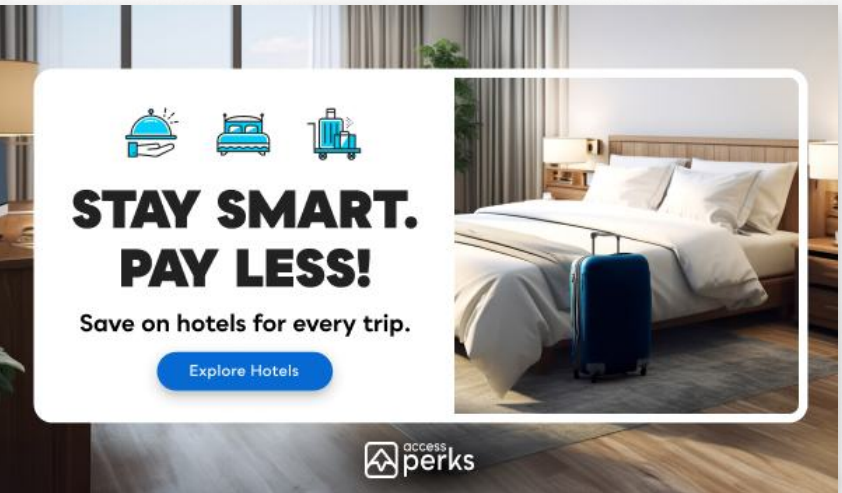
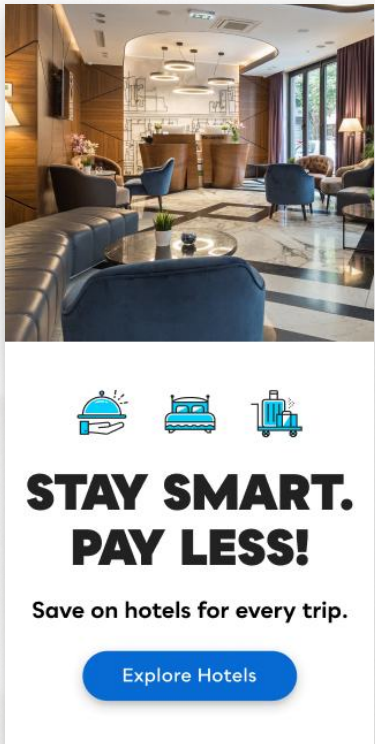
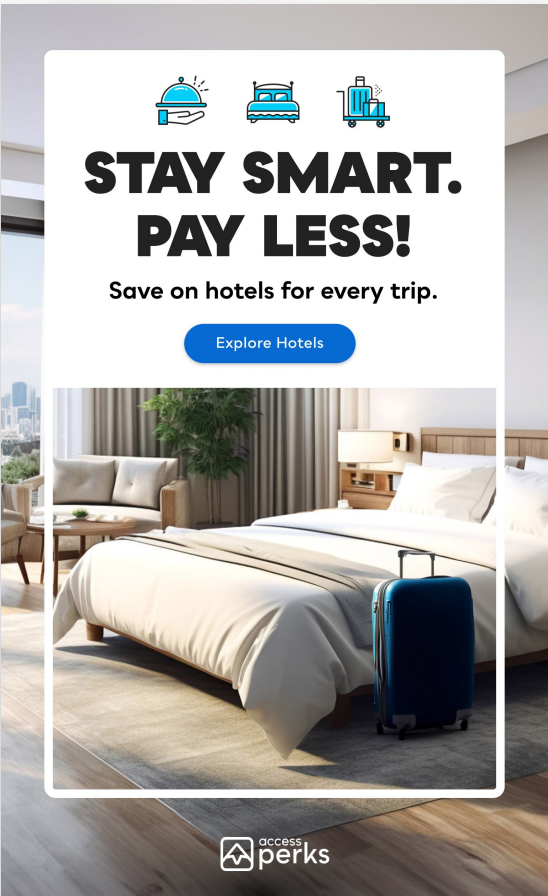
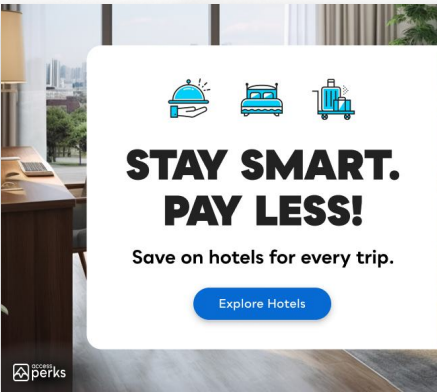
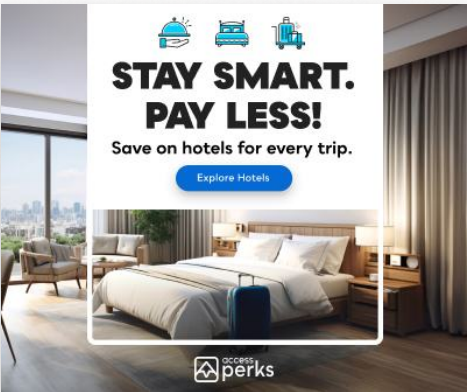
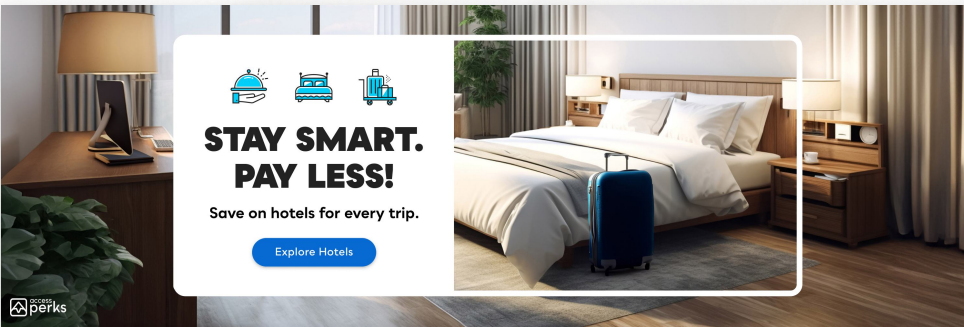
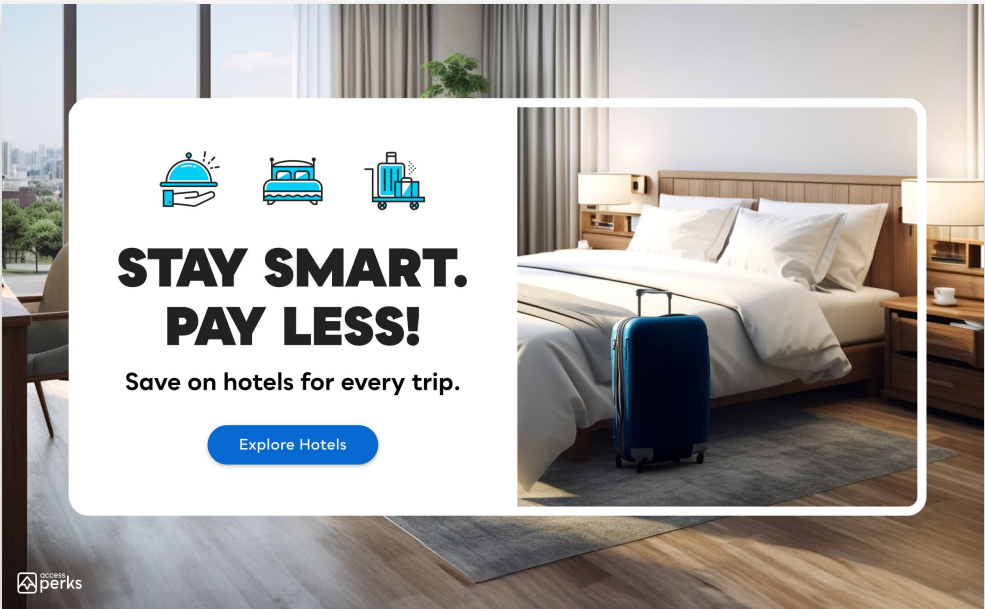
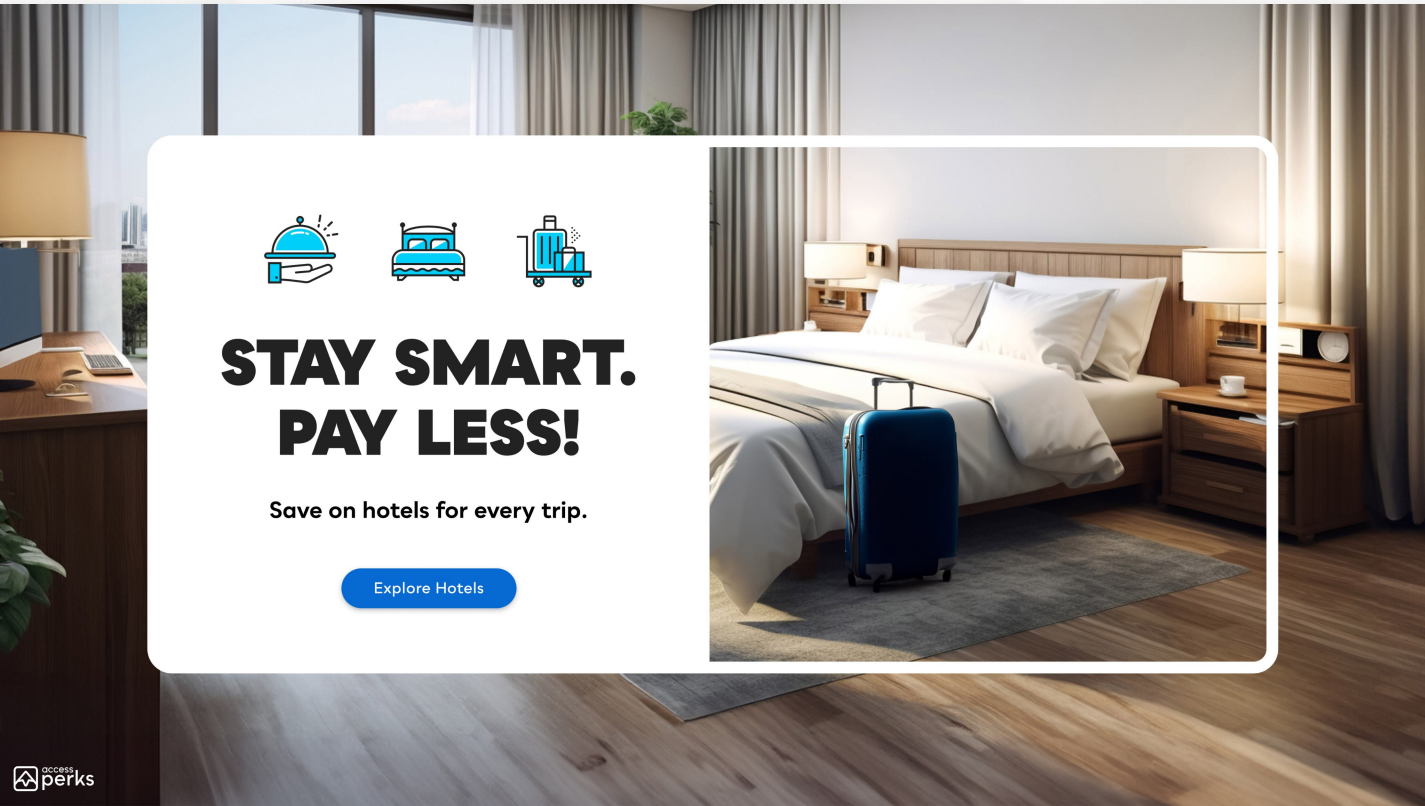
Web Banner Sizes:

160x600	300x250	560x302	728x90	1272x792
192x175	300x600	600x400	770x1260	1500x500
200x167	369x369	640x100	1140x250	1500x1000
200x200	420x250	650x300	1140x400	1600x800
242x463	458x720	700x400	1170x500	1880x360
300x175	468x60	716x130	1208x744	2400x1350

Download Banners



Want more content like this? [Visit your CMP](#)





DIGITAL/PRINT FLIER

This flier can be printed, used digitally for a landing page, or added as an attachment to an email. Before using the asset, don't forget to customize it with your program information, so your audience knows where to go to get their savings. Two versions of the flier are included. One that has room to add your logo and one that includes the Access Perks logo.

Find great hotel deals and book your stay at

▶ [Add Your Discount Program Travel Homepage URL Here]

Need help? Call

▶ [Add Your Customer Service Phone Number Here]

Download Flier



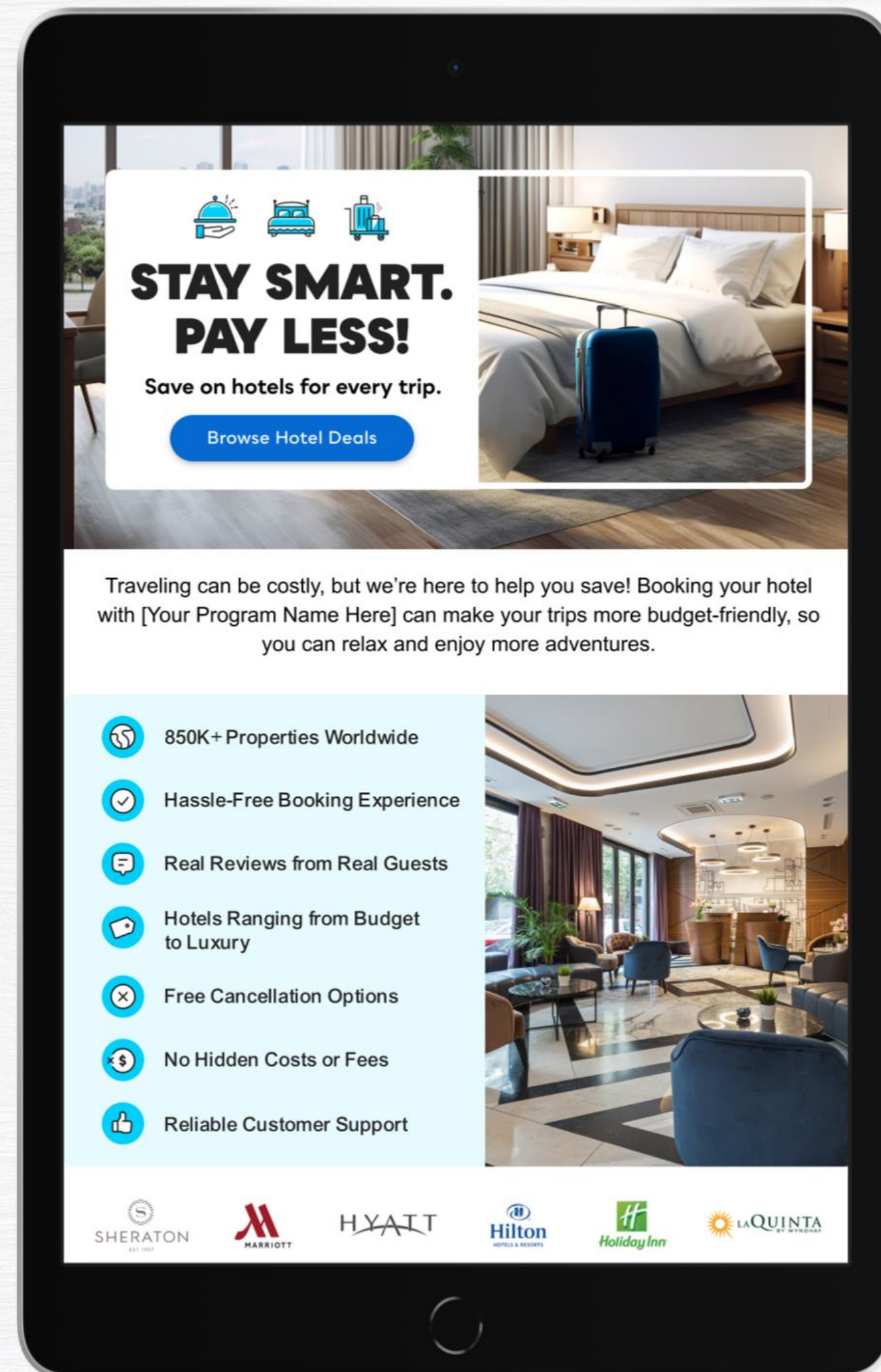
POWERPOINT SLIDE

You can utilize this slide to promote the program at company town halls, during open enrollment, customer sales demonstrations, and new employee orientations.

16:9 | 4:3

Download Slide





EMAIL HTML

For clients not using Access Email Marketing Services, you can grab the HTML to email your audience on your own. Each HTML file provides implementation instructions, an image of the email to show the design and what it should look like, all images used in the email, and the subject line and preheader.

Generic Travel HTML

This is a one-off email you can send to your audience at any time to remind them to use their hotel savings.

[Download HTML](#)

Weekly Travel HTML

Each week on your client marketing portal (CMP), we post the HTML for our travel emails. These can be sent anytime before the expiration date listed on the file. To find them on the CMP, simply go to “Marketing Library” and then “Email HTML.”

[Visit My CMP](#)



TESTIMONIALS

Below you'll find testimonials we've collected from members through surveys with their permission. You can use them for marketing purposes related to your discount program.

 I saved about \$200 for a hotel stay. It was easy to book through the website.

– AMARSAIKHAN B.

 It was easy to locate hotel deals and compare prices to be sure I got the best deal.

– NICOLE M.

 I was able to get a two-bedroom suite at a great discount. There was no hassle!

– PAMELA M.

 Found a fantastic hotel. Location was ideal for our plans and the discount price was the best anywhere!

– PATRICIA G.

 Saved \$60 on my hotel stay!

– SHELLY P.



HOTEL LOGOS

You'll find an assortment of logos for popular hotel brands that offer savings on our travel platform. Feel free to use these as you see fit in your own travel promotions. Any assets provided in this toolkit that already feature logos have been pre-approved and are ready for immediate use.



When using these logos in your own marketing, please send the final asset to your CSM for approval. Logo approvals generally take up to 10 business days.

[Download Logos](#)



Want more content like this? [Visit your CMP](#)

Don't hesitate to contact your Client Success Manager (CSM) if you have any questions about this toolkit and how to get the most out of the assets. If you don't know who your CSM is, call our customer service number and they can find out for you at 1-800-331-8867.

