



We market smarter for your best housing results ever.

Your exhibitors and attendees can be tough customers. They procrastinate and comparison-shop. They're mobile. Their attention spans are short. And Travel Planners knows exactly how to get them booking in record numbers with our **eFocus Marketing™** plan.

You get a diversified, all-out strategy.

We dig in first to understand your past programs and customers' booking habits. Then, based on our experience with marketing more than 135 housing programs a year, we'll customize a strategy that considers every option and aligns with your organization's communication guidelines.

We'll target your email like never before.

Travel Planners applies behavioral targeting to fine-tune messages based on recognized patterns and preferences. With our **List IQ®** tool, we identify high-value segments such as registrants who haven't booked. Our marketing emails reach smartphone users with links to the **industry's first mobile booking site**. You get across-the-board relevance that boosts response.

You'll have perfect timing.

The schedule we recommend will perform like clockwork to stimulate bookings from **Pre-Opening Alerts** right through post cut-off. We can send focused pitches that push bookers

to attrition hotels. And at the moments when guests are paying the most attention – on your housing site and in our **Confirmation Concierge™** – you get prime banner positions to promote your program or to sell for ad revenue.

Creative online marketing is a baseline service.

Google, Yahoo and Bing ad campaigns and great SEO are just the start. If shoppers abandon your site before booking, **Web Re-Marketing** kicks in to win back their business. Tagged guests receive "come back" emails and see follow-up ads on other web pages they visit. And our **Social Media Suite** covers all the bases in this critical channel. We can analyze your program's social presence, set strategy, track chatter on social sites, blogs and forums, and link housing messages to Twitter and Facebook.

Think of us as your full-service agency.

Our eFocus Marketing team can handle any or every element including creative, graphic design, list management and segmentation, email distribution, SEO, social media, online ads, and website customization. And it's all part of the plan at no extra cost.

For more information, visit **TPhousing.com** or call **800.221.3531, ext. 2345**.