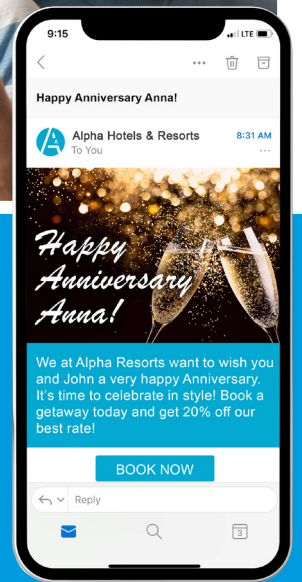# Digital Marketing

BUILD MEANINGFUL GUEST CONNECTIONS

Timely, Relevant Email & SMS Marketing Campaigns

Personalized Digital Hospitality Marketing

Agilysys Digital Marketing automates guest email and SMS marketing communications to stay connected with guests throughout the guest journey. Whether your message is triggered at time of reservation, check-in/out or is part of an automated campaign, you can make every communication feel personal and relevant.

More opportunities to enhance guest service

Messages That Matter
Provide personalized content & offers. Each guest message is tailored to the specific nature of the guest, their history, and their stay — generating both service and revenue opportunities. A family traveller might receive different offers than a business traveller, etc.

Brand-Crafted Designs In Minutes
The easy to use, powerful message editor allows you to quickly create offer templates using your branding with a simple drag & drop interface that optimizes your messages for both mobile and desktop viewing.

Build Revenue With Targeted Marketing Campaigns
Drip campaigns deliver relevant content and offers to the guest at each stage of the journey, while targeted campaigns stimulate repeat business and demand for future travel.

Access Guest Information From Any System
Connect all your systems and combine content (e.g. single itinerary) to deliver a unified, single view of each guest's journey that automatically inserts content from each booking and interaction.

Communication Channels That Match Guest Preferences
Email or SMS is each guest's choice with content that dynamically formats for both. And integration with Agilysys rGuest® Service powers two-way chat for a superior guest experience and added service and revenue opportunities.

See Agilysys Digital Marketing in Action!
Visit www.Agilysys.com or call: 877 369 6208

Get Personalized Guest Engagement.

Sales@Agilysys.com
1 877 369 6208

ABOUT AGILYSYS

Agilysys is well known for its long heritage of hospitality-focused technology innovation. The Company delivers modular and integrated software solutions and expertise to businesses seeking to maximize Return on Experience (ROE) through hospitality encounters that are both personal and profitable. Over time, customers achieve High Return Hospitality by consistently delighting guests, retaining staff and growing margins. Customers around the world include: branded and independent hotels; multi-amenity resort properties; casinos; property, hotel and resort management companies; cruise lines; corporate dining providers; higher education campus dining providers; food service management companies; hospitals; lifestyle communities; senior living facilities; stadiums; and theme parks. The Agilysys Hospitality Cloud™ combines core operational systems for property management (PMS), point-of-sale (POS) and Inventory and Procurement (I&P) with Experience Enhancers™ that meaningfully improve interactions for guests and for employees across dimensions such as digital access, mobile convenience, self-service control, personal choice, payment options, service coverage and real-time insights to improve decisions. Core solutions and Experience Enhancers are selectively combined in Hospitality Solution Studios™ tailored to specific hospitality settings and business needs.

agilysys