



Making email marketing easy, and helping you have more conversations with more customers more often.

WHAT'S THE PROBLEM?

Most agencies lack either the time, the technical know-how, the budget or the creativity to drive an effective email marketing programme. Whatever the reason, the results are often the same, either no Email campaigns are being sent, or those that are leave a lot to be desired.

The only alternative until now has been a 'head office' solution, which generally means a generic, impersonal and automated eDM going out to your database. Often just a clone of a mail from the agency down the road, you have little or no control over what content is being sent out; is it even relevant to your clients?

To Illustrate, We Googled 50 Travel Agencies

Here's What We Found:

39

agencies with functioning websites. The rest couldn't be found or were broken.

23

agencies that gave us the option to subscribe to receive email communications.

14

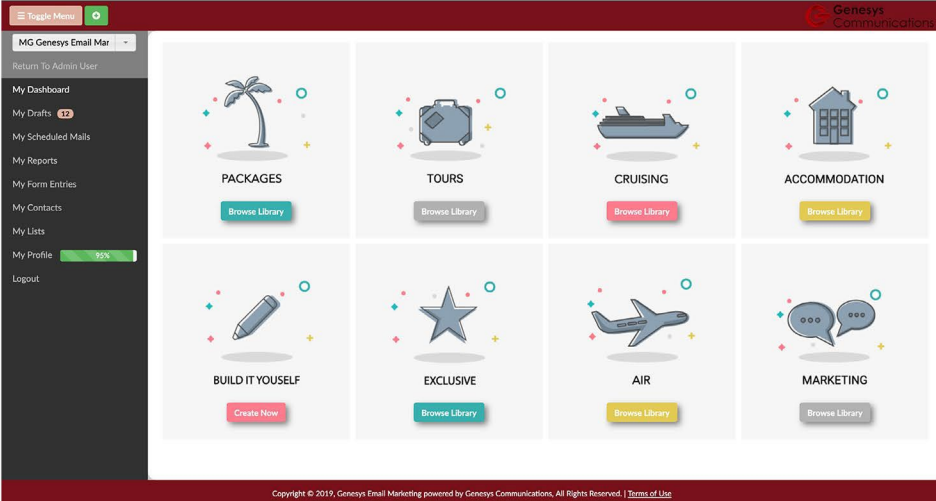
agencies that we received an email from over the space of three months.

5

agencies sending out regular, effective email communications.

THIS IS THE SOLUTION!

ESP systems such as Mailchimp are fantastic for getting bulk mails out to a database, IF you have the time to create them! Genesys provides the solution, offering a large selection of professionally authored, categorised email campaign templates, which will automatically re-brand with your agency details, logo, colours & call to actions. Just select, edit (should you wish) and hit SEND!

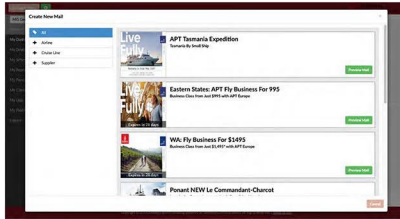


The screenshot displays the Genesys Email Marketing dashboard. On the left is a dark sidebar with navigation options: 'Toggle Menu', 'MG Genesys Email Mar', 'Return To Admin User', 'My Dashboard', 'My Drafts (12)', 'My Scheduled Mails', 'My Reports', 'My Form Entries', 'My Contacts', 'My Lists', 'My Profile (95%)', and 'Logout'. The main content area features a grid of eight campaign template cards, each with an icon, a title, and a button:

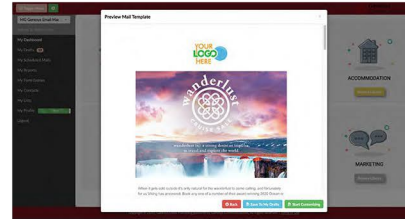
- PACKAGES**: Icon of a palm tree. Button: 'Browse Library' (teal).
- TOURS**: Icon of a suitcase. Button: 'Browse Library' (grey).
- CRUISING**: Icon of a cruise ship. Button: 'Browse Library' (pink).
- ACCOMMODATION**: Icon of a house. Button: 'Browse Library' (yellow).
- BUILD IT YOURSELF**: Icon of a pencil. Button: 'Create Now' (pink).
- EXCLUSIVE**: Icon of a star. Button: 'Browse Library' (teal).
- AIR**: Icon of an airplane. Button: 'Browse Library' (yellow).
- MARKETING**: Icon of two speech bubbles. Button: 'Browse Library' (grey).

The Genesys Communications logo is visible in the top right corner of the dashboard. At the bottom of the page, a dark red footer contains the text: 'Copyright © 2019, Genesys Email Marketing powered by Genesys Communications, All Rights Reserved. | [Terms of Use](#)'.

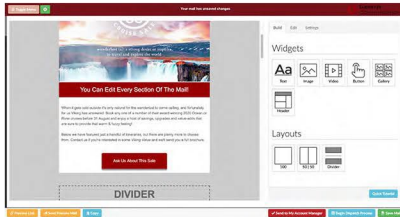
2 MINUTE EMAIL MARKETING!



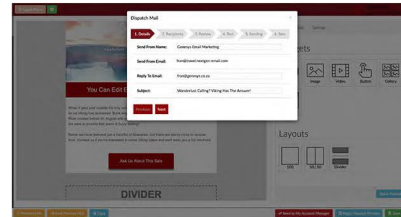
STEP 1 - Search the library categories for your desired campaign from one of your favourite suppliers.



STEP 2 - Select your desired campaign and the system will automatically add your agency branding.



STEP 3 - Customise the template (if you wish) using our drag & drop editor.



STEP 4 - Dispatch the mail to your database via our integrated ESP system.

ADDITIONAL SERVICES & OPTIONS



1. CUSTOM CAMPAIGNS

Nothing in the library you like the look of? There are plenty of other content options at your fingertips:

- Create and send your own mail from a blank canvas (No cost)
- Create your mail using the 'blank canvas' option and send to Genesys for a "tidy up" to optimize it for the best result (\$35)
- Send all your content & ideas to Genesys and they will create a bespoke eDM for you (\$65)

2. ACCOUNT MANAGEMENT SERVICE

As easy as the system is, we know that just remembering to send out a mail is difficult enough when you're a busy travel professional. That's why we offer an Account Manager option who does this all for you! You'll never have to 'log in' anywhere or do anything technical; your AM will be on the other end of the phone / email / skype and will take care of everything; from helping you to personalise our templates, to keeping you on schedule, uploading new contacts and monitoring your reporting. *Minimal time & stress for maximum results - just like a travel agent!*



HOW MUCH DOES THIS COST?

Special COVID Rates valid until 30 June 2021

TEMPLATES PER MONTH	SELF-DISPATCHED	MANAGED ACCOUNT
ONE	\$40	\$79
TWO	\$75 \$59	\$149 \$118
FOUR	\$135 \$99	\$269 \$198

DELIVERY FEE:

We charge a flat \$1.50 per 1000 mails delivered. So if you have a database of 1500 and send 4 templates per month your total delivery bill will be \$9

SUPPLIER SPONSORSHIPS & REBATES:

We have partnered with a number of industry suppliers to bring you SPONSORED templates which you may send in addition to your mail quota at no extra cost. Should these templates be used within your quota then you'll receive a rebate against the fees above!