

Technology QuickTip

VacationPort Email Marketing

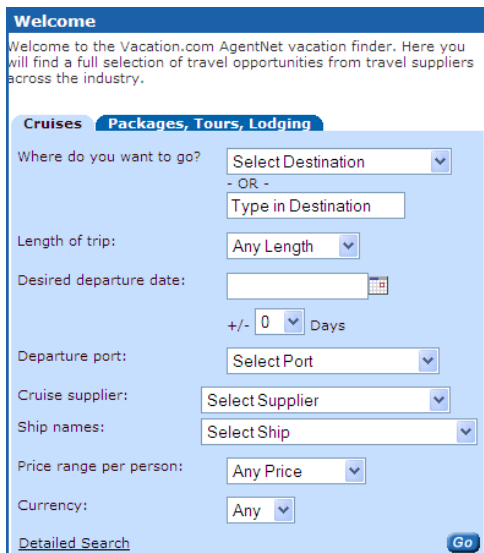
VacationPort is the place to find current Vacation.com Preferred Supplier specials for you and your clients. It also gives you the ability to send these specials in professionally designed emails. Your clients will love to receive these informative emails with links to all the information they need to decide on their vacation. And, they must contact you to get the special! If you need additional assistance, please call Member Services at 800-843-0733.

Searching for Specials

Under the Quick Links tab, click on Supplier Promotions (VacationPort) to start your search. There are 3 ways to search for specials:



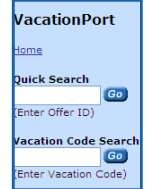
1. Create your own unique search. Choose between "Cruises" or "Packages, Tours, Lodging" from the top tabs and then select your search criteria. You can be as general or specific as you want. Note: for "Packages, Tours, Lodging", select "Trip Starts in Range" to see only those packages within a specified date range.



2. Choose a Supplier Special by clicking on the name of the supplier listed on the right hand side of the page. It will bring up their highlighted specials only. In addition, you can search for Agent/Agency Incentives in this section.

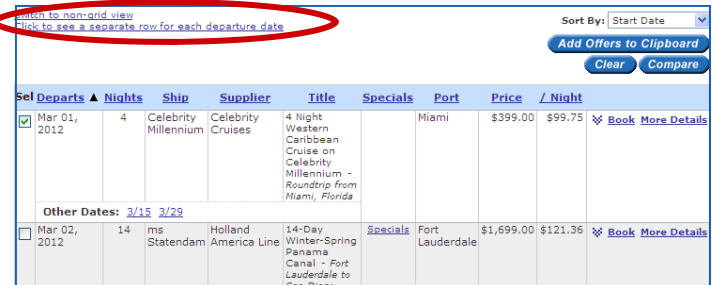


3. You can input the VPortID, which is included in all emails on preferred supplier specials in the Quick Search box. Or, you can input the Vacation Code that is included in all engagement mailers.



Search Results

Your search results return in a grid format. If you prefer a more detailed list of results, click on the "Show Non-Grid View" link at the top. In the Grid View, you can sort by any underlined title.



You can click "More Details" which will give you all of the information about the cruise or package that you are interested in. All of the links and information on these pages will be sent to your client as part of the e-mail.



Sending Emails

Once you have decided on the cruise or package you think your client will enjoy, it is easy to send a professional email from VacationPort. Select the options you want to send to your client by clicking on the "Sel" box on the left side of the search results grid as shown. Then click on the "Add Offers to Clipboard" link at the top right side.

Select the offers you wish to send to your client, and click on "Send E-mail using Selected Offers".

Offer Id	Supplier	Title *	Low Price	Select Offers
949005	Royal Caribbean International	3 Night Bahamas Cruise - (Mar 02, 2012 to Mar 05, 2012)	\$269.00 USD	Remove <input checked="" type="checkbox"/>
953310	Celebrity Cruises	4 Night Western Caribbean Cruise on Celebrity Millennium - (Mar 01, 2012 to Mar 05, 2012)	\$399.00 USD	Remove <input checked="" type="checkbox"/>

Send E-mail using Selected Offers None

Remove Selected Offers

The e-mail creation wizard walks you through the five step process for creating e-mails. You can click on the blue tabs at the top, or select next to build your customized email.

Customize Offer Sections

This step allows you to view and edit the sell copy from the supplier. You can put section headlines here to bring your client's attention to the offer. You can also change the order that the offers appear using the "Up", "Down" and "Remove" buttons.

Enter Message

This is where you enter your personalized message to your client.

Styling

During this step, make sure your contact information is entered correctly. You can also elect to include a banner.

Preview

Before you send your e-mail, the "Preview" tab lets you see what it will look like when it arrives in your client's inbox. Your contact information is clearly shown at the top of the e-mail.

Address and Send

When the steps are complete, you are ready to send your email.