

Bright Peak customizes Hostmark's email templates, saving time, energy and money

Company

[Hostmark Hospitality Group](#) is one of the hospitality industry's largest independent hospitality management companies. Founded in 1965, the company has historically managed more than 300 hotels, resorts and restaurants in 40 states, the Caribbean, Canada and the Middle East.

Problem

Hostmark wanted a more professional presentation for their e-blast marketing pieces and also planned to increase e-marketing volume substantially.

Solution

[Bright Peak](#), in partnership with [Swiftpage](#), was able to provide professionally produced, yet reasonably priced, custom templates for Hostmark's corporate office plus a portion of the hotels Hostmark currently manages. The templates provide a simple format for e-blast marketing pieces, linking with and supporting online branding.

Results

Hostmark property executives are pleased that they no longer have to produce e-blasts from scratch. The custom templates allow them to focus on the message they want to send, rather than having to create an eye-catching e-blast without access to the proper graphic tools. They are also happy that their templates are easy to revise and send, saving them time, energy and money. Feedback on the new templates has been excellent!

Although Hostmark's custom templates are new, so statistics are meager, there has already been an increase in Unique Opens in property e-blast statistics. Hostmark encourages hotels to market to large lists as well as smaller, more select client lists more likely to open e-blasts. In several recent e-blasts, Unique Open rates have been over 33%, so far a good return on investment.

Hostmark has been very satisfied with custom templates from Bright Peak. The staff at Bright Peak is quick to respond to communications. Turnaround from request to first draft to final product is amazingly quick and accurate, and the design staff has produced creative and beautiful templates to our specifications, perfectly suiting our need for a great product at an affordable price.

To learn more about Hostmark Hospitality Group, visit <http://www.hostmark.com/>

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