

Guest Marketing

1. Click on the Marketing button from the Home window. The Guest Marketing List will be displayed.

2. Perform an appropriate search to load the list with the Guests required for your marketing purposes.

Note To remove a Guest from the list, click on the line that they appear on and then click on the Remove button. You will be asked if you want to remove this Guest from the list. Click

'Yes' to continue.

3. Click on the Print button. A Select Marketing report dialog box will be displayed. Click on the appropriate radio button to select the required report type:

- Summary - will print a Summary list of the currently listed Guests.
- Details - Will print a Details list of the currently listed Guests.
- Labels - Will print a mailing label for each currently listed Guest.
- Letters - Will print a form letter for each currently listed Guest. A Select Letter dialog box will be displayed. Enter the Letter ID for the required letter and then click OK to continue.

Tip You can enter a '?' and press [Tab] to display a Letters lookup list.

4. Select the report destination and click OK to begin printing.

Tip Select 'Screen' instead of 'Printer' if you want to preview the report before printing.

- Fax - Select this option if you want to fax the recipients in the 'results list.'
- Email - Select this option if you want to email the recipient(s) in the 'results list.'
- File - Select this option if you want to save this search to a file. This is the easiest way to export Guest details to a file (comma-separated file) for use in a marketing program.

Using the Filter 1. The Filter is meant as a useful tool for filtering out contacts that do meet the criteria of the filter. For example, applying the Filter 'Country is Empty', to a list of Contacts will remove all contacts who have no Country listed in their Guest record. The Filter can be helpful for sorting out those Guests who have email addresses prior to sending a mass emailing.