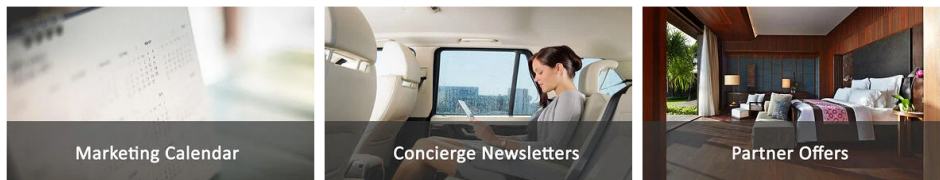


CLIENT MARKETING TOOLKIT

A successful Concierge program depends on consistent, ongoing marketing.

We look forward to working collaboratively to help you develop a Concierge marketing plan designed to effectively engage your customers.

This client marketing toolkit is a resource designed to provide you with the building blocks to help you successfully market Concierge service to your customers. If you have any questions on how to effectively market your Concierge benefit, feel free to contact us at MarketingAmericas@aspirelifestyles.com.



Successfully marketing of your Concierge benefit is a year-round endeavor. In order to maintain relevancy to your customers, you must continuously showcase fresh, seasonal benefits of Concierge.

We have provided you with a sample marketing calendar provides you with a full year's worth of Concierge messaging.

Regularly-scheduled Concierge newsletters are a proven marketing tool guaranteed to increase knowledge and utilization of your Concierge benefit.

The A-List newsletter can be personalized and white-labeled with the unique needs of your customer base in mind.

Aspire Lifestyles has the most extensive and robust partnership network in the Concierge industry.

We provide our clients with nearly 10,000 offers and privileges worldwide across a wide range of lifestyle services, including hotels and villas, VIP airport services, culinary adventures, exquisite vacation packages, chauffeured transportation, and more.

Click below to view a sample marketing calendar:

[Sample Marketing Calendar](#)

Click below to view past issues of the A-List:

[January 2020 A-List](#)

[Fall 2019 A-List](#)

[Summer 2019 A-List](#)

[Spring 2019 A-List](#)

[Winter 2018/2019 A-List](#)

Click below to view our partner benefits:

[Aspire Lifestyles Partner Book](#)



Aspire develops and maintains over 20 proprietary curated Dining Guides. These guides showcase our Global Dining Collection, which consists of 900 restaurants across 30 countries and 125 cities.

Many of our partner restaurants provide unique amenities and access for our customers whether priority reservations, a glass of Champagne, or an exclusive Chef's Table experience.

Click below to view a representative sample of our Dining Guides. Your client manager can provide you with a complete list of the markets in which we have Dining Guides available:

- [New York](#)
- [Chicago](#)
- [Napa](#)
- [London](#)
- [France](#)

Aspire develops and maintains over 40 proprietary curated Destination Guides for top markets around the world.

Our Destination Guides provide your customers with curated recommendations and insider information not found in traditional guidebooks or internet searches.

Click below to view a representative sample of our Destination Guides. Your client manager can provide you with a complete list of the markets in which we have Destination Guides available:

- [New York City](#)
- [Las Vegas](#)
- [Singapore](#)
- [London](#)
- [Paris](#)

We have designed a series of sample marketing pieces that you can use as inspiration for your own Concierge marketing.

Click below to view these sample marketing pieces:

- [Statement Insert: Hotels](#)
- [Statement Insert: Mother's Day Flowers](#)
- [Statement Insert: Dining](#)
- [Concierge Services Guide](#)
- [Sample Banner Ad: Dining](#)
- [Sample Banner Ad: Mother's Day Chocolates](#)
- [Sample Customer Welcome Letter](#)

