

INTRODUCING

EVC MARKETING COMMUNICATIONS

“ Many mature resorts are fearful of the costs involved with working with a third-party marketer but are missing out on new and proven techniques that can increase their rental income and encourage new ownership. Marketing has changed and EVC Marketing can help resorts target the right clients in the right places.”

BIOGRAPHY

EVC Marketing Communications was set up in 2008 to provide traditional and digital marketing communications to the timeshare industry – specifically for mature resorts where the developer is no longer active and to work with service providers to this section of the industry. These businesses are usually deterred from out-sourcing any form of marketing activity due to perceptions on costs and lack of understanding of what marketing can provide.

EVC Marketing is run by Emily Collins who has over 20 years' timeshare marketing experience working with large developers, independent resorts, service providers and a consumer association. Together with a key group of experienced marketing experts, EVC Marketing provides resorts with the skills and tools needed to succeed in today's digital world.

SERVICES AVAILABLE

Marketing does not need to be expensive – it just needs to be targeted using the right tools that are available. It is not enough just to have a website or a Facebook account any more. Resorts need to engage with their owners and guests, build up their authority, create trust and take advantage of the new channels available to them. EVC Marketing Communications provides a range of services with the simple goal of achieving more sales.

- Digital: Website design and maintenance, search engine optimisation, social media, content marketing, email marketing, video marketing and training.
- Traditional: copywriting, newsletter/magazine publishing, PR, direct mail, brochure development, owner and guest communications and consultancy.

For more information on how **EVC Marketing Communications** can benefit your resort, email emilyc@evcmktg.com, tweet [@evmcollins](https://twitter.com/evmcollins), visit www.evcmktg.com or call **01572 756824**