
WHO THEY ARE

- Wyndham Vacation Resorts Asia Pacific Pty Ltd
- wyndhamtimeshare.com.au
- The Worldmark South Pacific Club by Wyndham operates as a vacation ownership club, allowing their owners to be part of a community of holiday goers who want a lifetime holidays.



WHAT THEY NEEDED

- To educate people in key markets in Australia to learn about Wyndham Timeshare.
- Get bloggers to write about the benefits of Wyndham Timeshare over traditional vacation packages
- To reach new audiences across Australia

WHAT THEY DID

- Worked with Cooperatize's account managers to develop story guidelines for bloggers
- Edited drafts of the stories before they were published by the bloggers

WHAT THEY ACCOMPLISHED

- 2 of 3 top traffic referral sources across all digital channels come from their published stories
- 46% click-through rate reached on stories
- 2 qualified timeshare leads

Wyndham Vacation Resorts Asia Pacific Increases Awareness for Timeshare through Bloggers

Wyndham Vacation Resorts Asia Pacific utilizes travel bloggers to write about vacation ownership aimed at specific markets

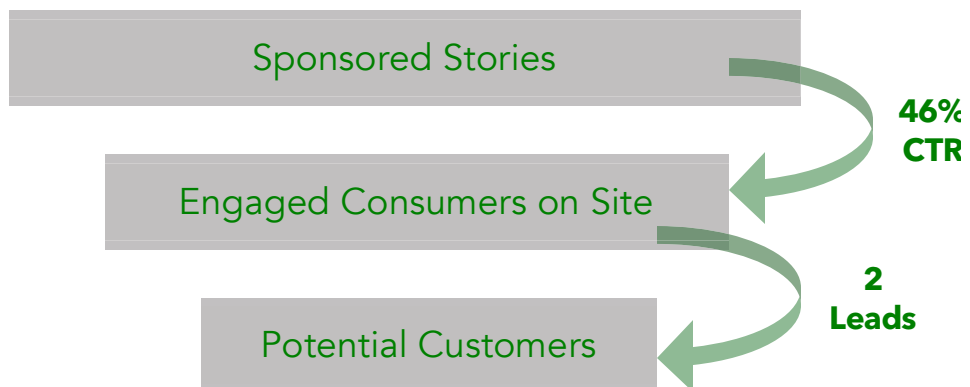
You might not know about a next gen timeshare club called The WorldMark South Pacific Club by Wyndham, which is exactly why the club approached Cooperatize to help educate consumers about their offering. Trying to explain the benefits of timeshare was something Wyndham could not do with a banner ad, so they turned to Cooperatize to help them generate stories about their unique value proposition for vacation goers.



"Cooperatize not only helped us to increase the traffic to our website, we also gained social media exposure and content we could use on all of our platforms. It was a win-win situation." - Zarqa Ali, Inbound Marketing Manager, Wyndham Vacation Resorts Asia Pacific

Creative Stories Lead to Potential Customers

Wyndham's first campaign with Cooperatize outperformed all channels in terms of visitors to their website. With some of their sponsored stories, Wyndham generated a **46% click-through rate** because the bloggers wrote stories that would elicit action from their readers. The stories led to **2 potential customers** in period of 1-2 months, which is a lot for a timeshare product!



ABOUT COOPERATIZE

Cooperatize is the easiest way to publish branded content on thousands of blogs. Using the Cooperatize platform, brand managers can reach their target audience by finding relevant blogs, get sponsored posts written by the bloggers themselves, and track the performance of their posts. All sponsored posts integrate the brands seamlessly and abide by all FTC guidelines.

For more information, visit <http://www.cooperatize.com>

Stories Complement Digital Customer Acquisition Strategies

Wyndham Vacation Resorts Asia Pacific traditionally used marketing strategies that focused on bottom of the funnel conversions. They needed to pay attention to the top of the funnel to help consumers in their target market (Australia) understand that this next generation timeshare product even existed. Stories written by influential travel bloggers gave Wyndham the content and recognition they needed beyond the newsletters they published themselves. They reached new niche audiences they never promoted to before.



Sponsored content strategy complements Wyndham's e-newsletter to drive engaged consumers to homepage

Sponsored Content Lives On Forever

Unlike their newsletter and customer acquisition campaigns, Wyndham Vacation Resorts Asia Pacific invested in sponsored content once and their stories live on forever. By working with Cooperatize, Wyndham has content that can be Googled and re-shared weeks and months after the content was originally published. Additionally, the brand can check the statistics behind all their stories in real-time on their advertiser dashboard and download reports to help them analyze the results.

