

5-Star Worldwide

MESSAGE BLASTER

IMPLEMENTATION GUIDE

The logo for 5-Star Service Worldwide, featuring a stylized '5' with three stars above it, followed by the text 'Star Service' and 'WORLDWIDE' in a smaller font below.

5-Star Service
WORLDWIDE

MESSAGE BLASTER 101

5-Star Worldwide Message Blaster Implementation Guide

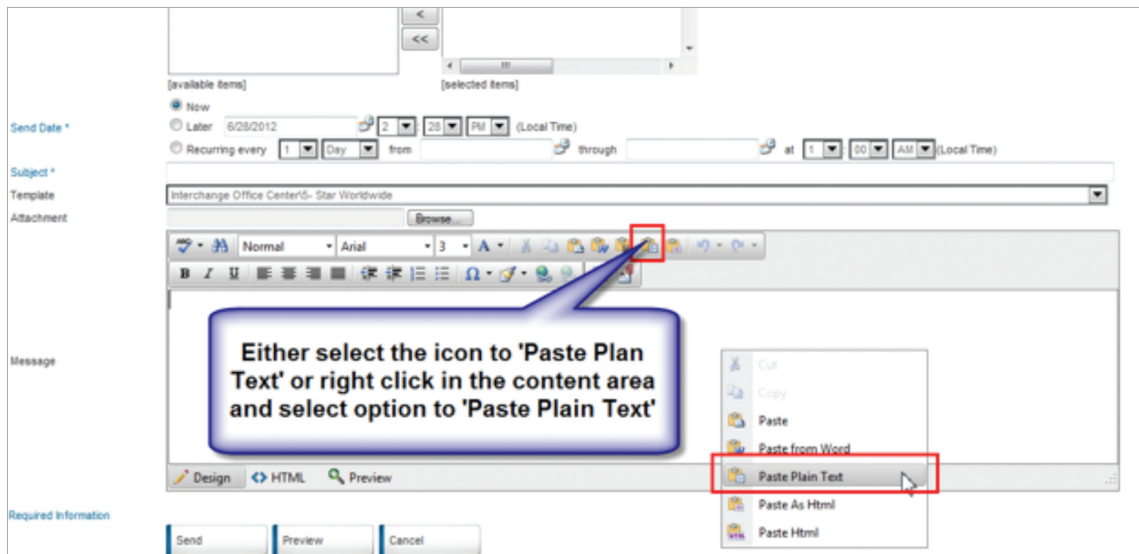
The Message Blaster system from Axis Portal is a convenient and valuable tool for communicating with your tenant community. In an effort to maintain the 5-Star Worldwide brand identity across all tenant communications, we've created custom templates for each property. Please use the template for your property every time you send a communication through the Message Blaster system.

Below, we've provided a recommended process for using the Message Blaster. Please follow these guidelines to help ensure that all tenant communications are branded and professional. Thank you!

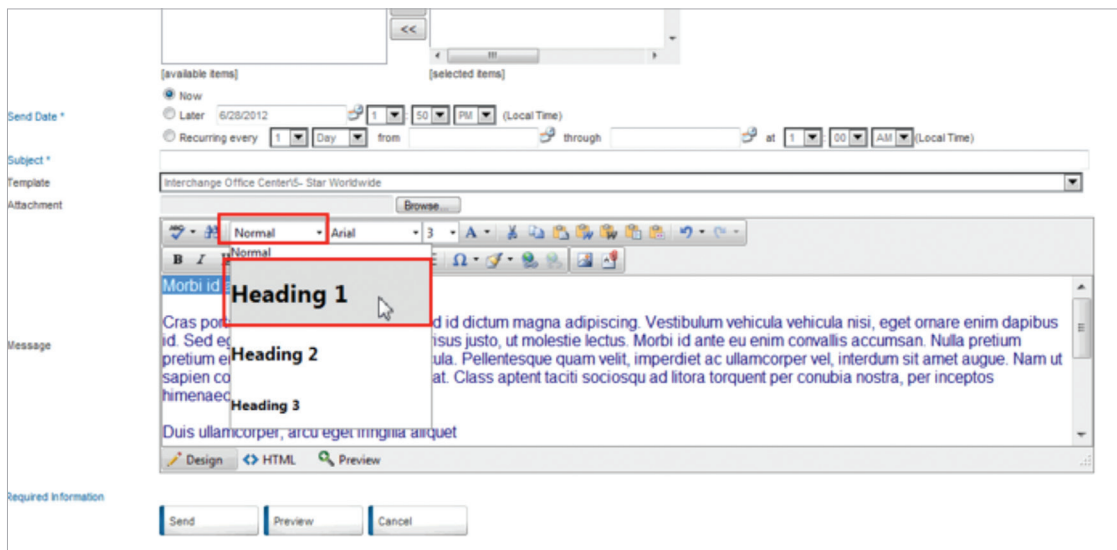
1. **Compose your message** in a word processing program like Microsoft Word.
2. **Create engaging content** to share with the tenant community. As a general rule, make sure you answer the questions of Who, What, Where, Why and When. Your messages should be attention grabbing and interesting, but also clear and concise.
3. **Log on to the Axis Portal.** Navigate to the Control Panel > Communications > Message Blaster and create a new message.
4. **Select the 5-Star Worldwide template** customized for your property.
5. **Double check** to make sure you selected the correct template.

The screenshot displays the Axis Portal Message Blaster interface. At the top, there are fields for 'Send Date' and 'Subject'. The 'Send Date' section includes options for 'Now', 'Later' (set to 6/28/2012), and 'Recurring every' (set to 1 Day). The 'Subject' field is currently empty. Below the subject field, the 'Template' dropdown menu is highlighted with a red box and contains the text 'Interchange Office Center5- Star Worldwide'. Underneath the template selection is an 'Attachment' section with a 'Browse...' button. The main 'Message' area features a rich text editor with a toolbar and the following text: 'Morbi id ante eu enim convallis', 'Cras porta eros posuere lectus euismod id dictum magna adipiscing. Vestibulum vehicula vehicula nisi, eget ornare enim dapibus id. Sed eget ornare dolor. Praesent id risus justo, ut molestie lectus. Morbi id ante eu enim convallis accumsan. Nulla pretium pretium enim. Morbi luctus cursus vehicula. Pellentesque quam velit, imperdiet ac ullamcorper vel, interdum sit amet augue. Nam ut sapien convallis neque cursus consequat. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.', and 'Duis ullamcorper, arcu eget fringilla aliquet'. At the bottom, there are 'Required Information' buttons for 'Send', 'Preview', and 'Cancel'.

6. Copy your message from the Word document you created in Step 1.
7. This step is very important. Open the message blaster content manager and click "paste plain text". The traditional "copy and paste" method will cause message formatting to change when you distribute the HTML. By choosing "insert plain text" you avoid these potential issues.



8. Use content editor to customize your message. Now is the time to change point size, bold, italicize, etc.
 - a. To format header text, copy the text you want to format then select the paragraph text dropdown from the tool bar and select "Heading 1". It is important to note that it will appear as large, bold, black font when you compose the message, but previewing the message will show it with its intended styling.



9. Use spell check feature to correct grammar and punctuation.

10. Preview the message

The screenshot shows an email composition interface. On the left, there are labels for 'Send Date', 'Subject', 'Template', 'Attachment', 'Message', and 'Required Information'. The main area contains a rich text editor with a toolbar and a preview pane. The subject is 'Interchange Office Center 5-Star Worldwide'. The message body contains the heading 'Morbi id ante eu enim convallis' followed by a paragraph of placeholder text. At the bottom, the 'Preview' button is highlighted with a red box.

The screenshot shows the final rendered email. The header includes the recipient list, subject '5-Star', and a 'Message' label. The main content features a green banner with '5-STAR WORLDWIDE UPDATE' and the 5-Star Service logo. Below this is the heading 'Morbi id ante eu enim convallis' and a paragraph of placeholder text. To the right, there is a photo of a building and the Interchange logo with contact information for Katy Bennett. At the bottom, there is a footer with the text 'DISCOVER THE VALUE OF MEMBERSHIP' and the website 'www.5starworldwide.com'. A 'Back' button is visible at the bottom left.

11. **Test the message.** Send a copy to yourself and your property manager. Make sure the format looks nice and the text is in the right place.
12. Once your property manager approves the message, send it to your tenant community!

Sample Message Blaster Copy

Step 1: Identify Message

Who: Tenants and the local community

What: Summer Concert Series, July

Where: One Plaza

Why: Raise awareness of the property in the community by getting people to visit our location.

When: Wednesday, July 18 at 6 pm

Step 2: Develop Copy

Meet us at West Point Plaza and jam the night away.

The July edition of 27 West Point Summer Concert Series continues!

Jet Jazz and the Blackcats take the stage from 6 p.m. – 8 p.m., Wednesday, July 18th.

Everyone is invited! Bring your lawn chair or blanket. Popcorn and popsicles will be on sale for \$1.

Call today for more information or visit our website at www.27westpointplaza.com!



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