

# Are you passionate about Lake Forest Resort and its longevity?

If you said “Yes,” then let’s share some love!



## Lake Forest Resort Ambassador Program

**It’s time to let your voice be heard**

### The Vision

Lake Forest Resort exists to provide owners and guests with a memorable vacation experience that is both relaxing and recreational; while fostering multi-generational family traditions in a beautiful Northwoods environment, including quality amenities at a value price!

One of the most powerful tools in marketing is still word of mouth



### The Program Goals

- Create a community of owner ambassadors
- Foster brand awareness
- Collect and share content for our social media channels, blog and website
- Build up our owner and rental base
- Extend our longevity for generations to come

### What is a brand ambassador?

Anyone who acts as a representative or promoter - who is willing to root for Lake Forest Resort.

The primary function of the ambassador program is to spread the word about the resort, recommend it to family and friends, and foster brand awareness. While a direct marketing message from the resort might be overlooked, a personal and meaningful recommendation from you will likely be taken far more seriously.

### What’s in it for you?

We know you’re busy but... you’ll be helping to keep your maintenance fee reasonable and the resort thriving for generations to come.

And, you can earn a credit towards 1/2 your maintenance fee!

## How can you help?

Write a review after your resort stay! Emails are sent to all owners and guests approximately one week after departure thanking them and asking for an online review.

Think of the resort as a destination for business and church retreats, holiday or weekend getaways, fishing and snowmobile trips or just plain ole relaxing - and promote it to your family and friends.

Forward all the resort promotional email blasts to your family and friends.

Submit ideas on how to further promote the resort and encourage others to own and/or rent.

Email your suggestions to: [vacation@lakeforestresort.com](mailto:vacation@lakeforestresort.com)

## Mention Lake Forest Resort on SOCIAL MEDIA

**Facebook:** Like Lake Forest Resort Facebook posts! Share the resort's posts to your Facebook page for your friends and family to see! Check into the resort on Facebook during your vacation! Post your vacation photos and videos to the resort's Facebook page! (They will be approved by the page Admin before showing up in our 'Visitor Posts' section.)

**Twitter:** Follow us and retweet!

**Instagram:** Follow us and post your vacation pictures! Use the hashtag #lkforestresort

**Google+:** Follow us and share our posts!

**LinkedIn:** Are you a LinkedIn member? Follow our company page and promote it to your business contacts!

**Pinterest:** Pin our pins to your boards!

**YouTube:** Follow our channel! Upload your Lake Forest Resort vacation videos and share them on our Facebook page!

**Tumblr:** Follow us or write a blog about your vacation experience! Email it to: [vacation@lakeforestresort.com](mailto:vacation@lakeforestresort.com) for posting!

**NEW!**

## OWNER INCENTIVE PROGRAM

**NEW!**

Refer a potential new owner to the resort manager.

If they go on to purchase a week, once the deed is recorded you'll receive a credit voucher for one half off 1 week's maintenance fee for the following year!



**Lake  
Forest  
Resort**

**Shared Ownership & Rental Condos**

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