



**FOR IMMEDIATE RELEASE**

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## **LiveRez Teams Up with Blizzard Internet Marketing to Offer Wider Range of Services to its Property Manager Partners**

*The partnership will allow the vacation rental software leader to quickly scale services to meet increasing demand*

**Eagle, ID** – [LiveRez.com](http://LiveRez.com), the most widely used cloud-based software for professional vacation rental managers, today announced that it has signed an agreement with [Blizzard Internet Marketing](#) to provide LiveRez's customers with a wide range of digital marketing services.

Based in Glenwood Springs, CO, Blizzard is a leading provider of online marketing services for professional vacation rental managers. As a preferred LiveRez industry partner, the company will become LiveRez's go-to recommendation for online marketing services for its rapidly growing base of customers (called partners).

"We carefully vet every single one of our preferred partners, and over the years we've seen Blizzard's commitment to the long-term, sustainable success of professional managers," said Tina Upson, LiveRez's VP of Operations. "As we've continued to grow, we've had a huge influx of our property manager partners requesting additional online marketing services. Partnering with Blizzard will allow us to provide our users with these services at scale."

Traditionally, LiveRez has accommodated its partners' needs with its own in-house professional services team, but due to the increasing interest in additional marketing services Upson said the company knew it would need to find an industry partner to help meet the demand.

"With all the recent changes to the marketing landscape in our industry, we've witnessed a fundamental shift in our partners' marketing strategies, trending toward online marketing services focused on building a manager's brand and helping them secure more direct bookings," Upson said. "But, as a company hyper-focused on our users' long-term success, we had to find a provider that shared our values."

Upson noted the work that Blizzard has done for some of LiveRez's current partners as a big factor in the company's decision, as well as Blizzard's ability to offer LiveRez

partners a wide variety of services, including search engine optimization (“SEO”), paid ad management, email marketing, social media, and content writing.

“LiveRez is committed to the success of the professional managers using their property management software,” said Susan Blizzard, CEO of Blizzard Internet Marketing. “That means having a solid online marketing presence. SEO and all other digital marketing strategies are constantly changing, and they are evolving even more rapidly now because of mobile devices. Blizzard has a team of experts specializing in each major area of online marketing, and we’re excited for the opportunity to help LiveRez’s partners further diversify their marketing portfolios and take their businesses to new levels.”

### **About LiveRez.com**

LiveRez is the world’s most widely used software platform for marketing and managing vacation rental homes online. The LiveRez solution offers professional property managers all the tools they need to run their business in a single, cloud-based platform. And, the company’s unique “pay-as-you-book” business model creates a mutually beneficial partnership between LiveRez and its vacation rental manager partners. This partnership fuels the company’s mission of continually developing and supporting cutting-edge solutions that empower independent property managers to compete in the rapidly evolving vacation rental space.

### **About Blizzard Internet Marketing**

Specializing in the Vacation Rental Management industry, Blizzard Internet Marketing provides comprehensive online marketing services, employing a group of in-house experts in all areas of online marketing, including SEO, Pay-Per-Click, Email Marketing, Social Media, Local Search, Analytics, Usability and Website Services. Our experts regularly attend online marketing symposiums, ongoing education courses, and subscribe to all of the most highly relevant blogs for their area of expertise. In addition, we offer training and consultation to our clients through our services as well as holding in person Blizzard University Workshops about digital marketing techniques.

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