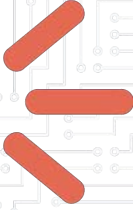


FAREHARBOR

SPARK 

Explore. Connect. Ignite.

Keep Your Head in the Game: A 2021 Email Marketing Playbook

Workshop by FareHarbor

October 20, 2020



Building Your Playbook

1

Strategic Framework

Identify your benchmarks. What is the goal of your email? Increase overall sales? Promote a new tour? Customer Engagement?

2

Execution

Ensure your email is responsive, optimized, and ready to convert to the right audience.

3

Analyze, Benchmark, Insight

Test, segment, and personalize your data to best engage with customers and get them coming back for more.

4

Calling Audibles

Digital Marketing enables us to act fast. Here is what to do when campaigns don't go as planned



POLL:

The Average ROI on an Email Is...

10:1

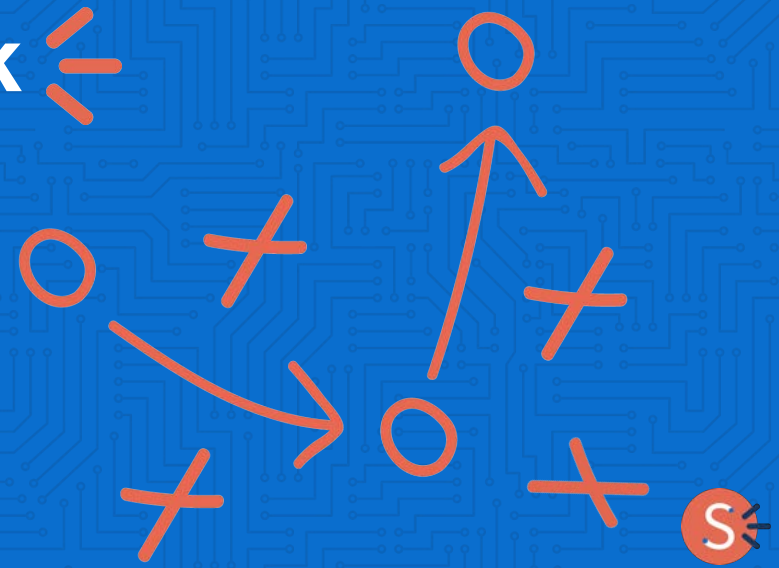
25:1

32:1

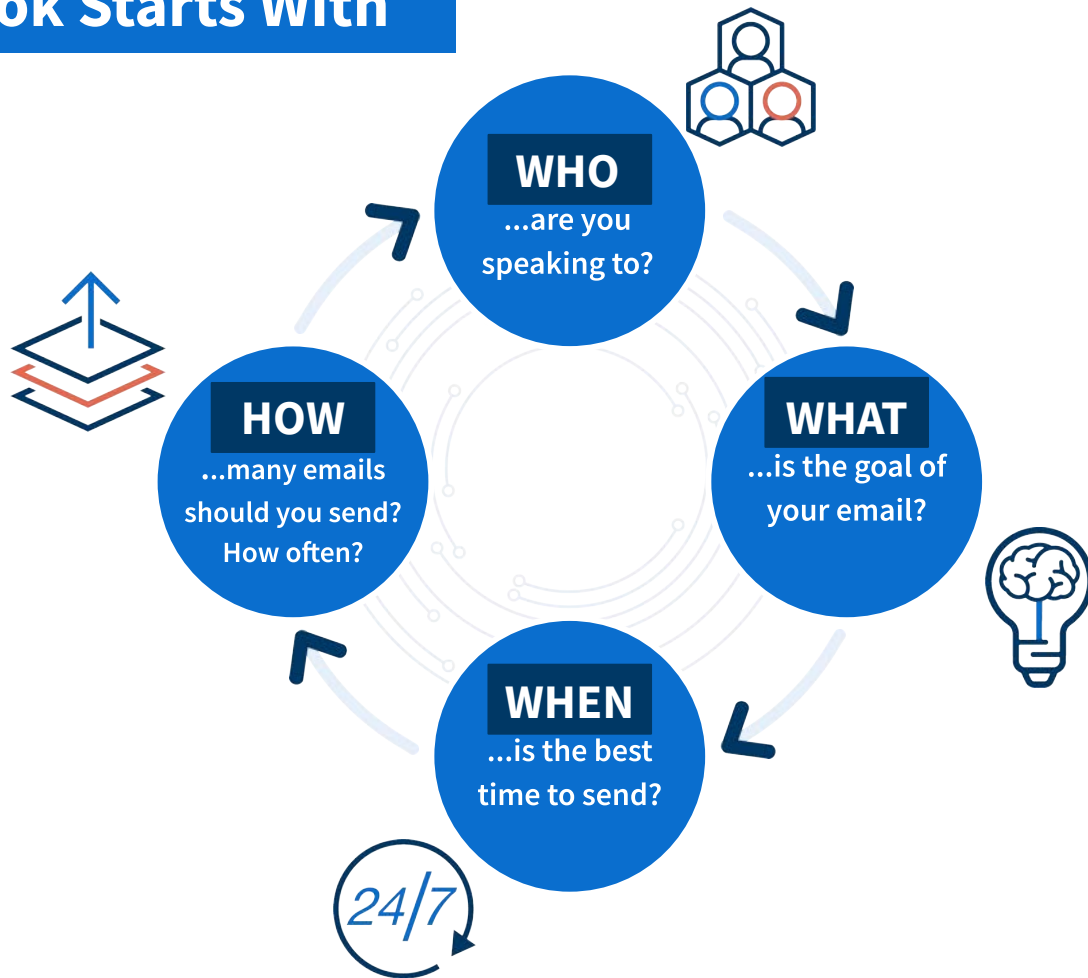
40:1



Strategic Framework



Your Playbook Starts With



Where to start?



**Friendly, Educational,
Inspirational**



**Keep Your Emails
Conversational**



**Align on One Goal
Per Email**



Email Campaign Case Use

An illustration on the left side of the slide features a central laptop with a blue screen displaying two white envelopes. Surrounding the laptop are various communication-related icons: a megaphone, speech bubbles, and several more envelopes in shades of red and white. The background is split vertically, with a red left half and a blue right half.

1

Transactional

Transactional emails are triggered by an action taken by a specific user to guide their process.

2

Marketing

Marketing emails are mass messages sent out to all or targeted segments of your subscribers.

3

Lifecycle

Lifecycle emails are series of automated emails predefined according to where your subscriber is.



1

Transactional



Reservation confirmed

A message from Elske

We are thrilled that you will be joining us. If you would like to make any special arrangements or have questions about your reservation, please do not hesitate to reach out.

Saturday, April 20, 2019, 6:00 PM

Party of 2 for Smiles Davis

Confirmation #: SMLS DV5650

Reservation x 2

[Manage your reservation](#)

Elske

1350 W Randolph

Chicago, IL 60607

+13127331314

[Get directions](#)



Reservation x 2 (Deposit) \$50.00

Your deposit secures your booking and will be applied to your final bill.

Subtotal \$50.00

Total \$50.00

Paid with Visa **** 6556 (4/12/19)

On your statement, this charge will appear as "Tock at Elske"

Cancellation policy

Your reservation can be canceled for a full refund 24 hours prior to the reservation time. You can always transfer your reservation to another person.

Questions?

If you have questions about your reservation, contact us at info@elskerestaurant.com or by calling +13127331314.



2

Marketing



Take Dad Fishing for Father's Day



[Book your next fishing trip](#)

Dads get a free hat on 1/2 day and 3/4 day fishing trips on Father's Day. Check out our [fishing schedule](#).

Pick up the perfect gift for your dad or grad! Buy a gift card for a Fishing, Whale Watching trips or Wine Cruise



3

Lifecycle



+1 720 943 1132 · info@rockymtnpaddleboard.com · rockymtnpaddleboard.com

Thanks for joining us at Rocky Mountain Paddleboard-Boulder

Can you fill in the blanks?

L_TS P_DDL__G_IN!

(Would you like to buy a vowel? - Pat Sajak)

Correct Answer (drumroll please...)

LET'S PADDLE AGAIN!

We have a special offer for you! Save \$10 on your next booking when you book in the next 48 hours with the code 'PADDLEAGAIN!' Book [here](#) and enter the code to receive your discount. We hope to see you again soon!

Please take a moment to share your experience online with your friends and others on your favorite review site.

Thanks again,

Rocky Mountain Paddleboard

+1 720-943-1132

<http://rockymtnpaddleboard.com/>

Description of image

WOW! What a great day at the lake! Can't wait to go back and do that again! - You

Well do we have a surprise for you! - RMP

Save \$10 on your next booking when you book in the next 24 hours with the code 'PADDLEAGAIN!' Book [here](#) and enter the code to receive your discount. We hope to see you again soon!

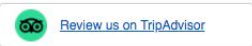
At your convenience, please take a moment to share your experience online with your friends and others on your favorite travel review website.

Thanks again,

Rocky Mountain Paddleboard

+1 720-943-1132

<http://rockymtnpaddleboard.com/>



Email Marketing Funnel

- List building techniques
 - Opt-in Forms
 - Subscribe to blogs
- Dedicated landing pages

Invest in brand awareness strategies.
Build a targeted email list

Awareness

- Nurture Emails
- Welcome series
- Testimonies / UGC
- Seasonal Promos, etc

Engage prospects with your
tours and services

Consideration

- Time-sensitive offers
- Retargeted Emails
- Confirmation Emails

Guide customers through
the entire purchase process

Purchase

- Newsletters
- Retargeted Emails
- Loyalty Offers

Build customer
engagement &
loyalty

Retention

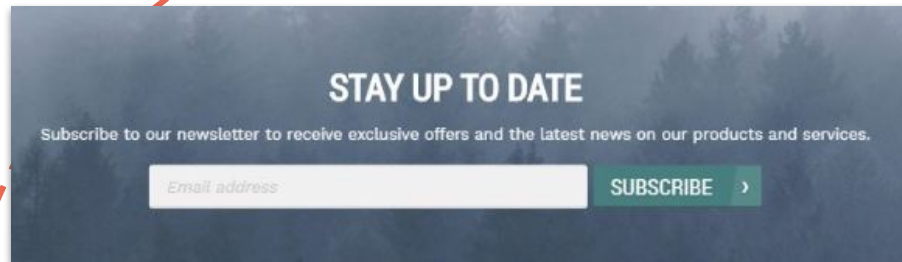
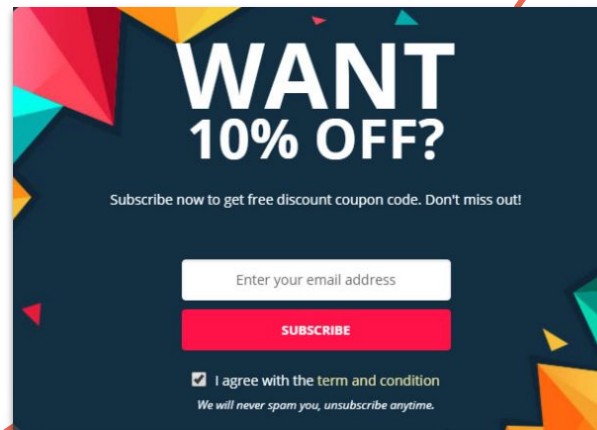


The Money's in The List

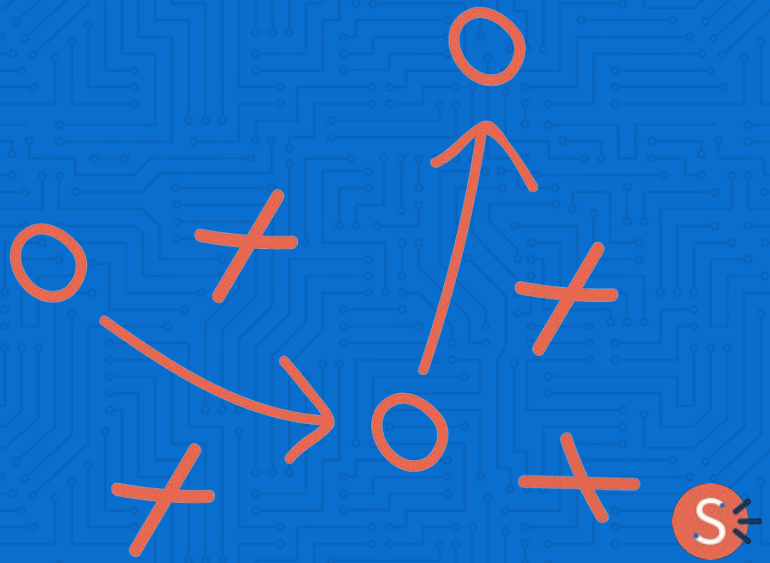
The best email marketing strategies start with a great list:

- Dedicated Landing Page
- Email Opt-in forms
- List Building tactics:
 - Discount of new subscribers
 - CTA Buttons on blogs
 - Create a pop-up on your website
 - Include a link to subscribe on social media bios

Build your list organically and maintain it regularly to be compliant with CAN-SPAM act guidelines



Execution



POLL:

How Often Should You Send Emails?

**Every
day**

**Once a
week**

Monthly

**It
depends**



Anatomy of an Email

Brand Logo

Travel co.

Header Image & Text

Explore the Great Outdoors

Book My Adventure

Activity Images



Scuba Diving for Two

~~\$289.00~~ **\$139.00** Save 51%

★★★★★
3 reviews

If you're called to explore the deep blue sea but have never been under before, this is the perfect way to get started. Beginners welcome!

Book Now

Beach Excursion

~~\$170.00~~ **\$85.00** Save 51%

★★★★★
3 reviews

Join our tour guide and a secluded tour of the best beaches you'll ever find. This is a great way to catch some salt and sun while enjoying good company!

Book Now

CTA Button

Your safety is our priority

We've implemented new health and safety guidelines to keep our customers safe. Here is a list of some of the precautions we are taking:

- Groups will be 10 or less
- All employees and participants must wear a mask during the event
- Hand sanitizer will be provided before and after the experience
- All employees and guests will have temperature checks before entering
- Credit will be given to customers who can't come due to illness
- Participants will be distanced 6 ft apart at all times

Email Copy / Body

Footer

Travel Co.
Warm Glimmer Boulevard
Fremont, CA 94539

Hey travel bug! You're receiving this email because you've taken one of our trips in the past.

[Preferences](#) | [Unsubscribe](#)



Ingredients for Success

- **PERSONALIZATION:** more than 50% of travel marketing professionals see personalization as crucial.
- **TOP-SHELF SUBJECT LINES:** cuts down on incorrect spam-tagging instances and raises open rates.
- **VIDEOS:** videos showed a 19% increase in open rates and up to a 65% increase in click-through rates.
- **A SENSE OF URGENCY:** flash travel sales and limited-time offers encouraging engagement.
- **ASK SUBSCRIBERS TO SHARE:** make it effortless for your subscribers to suggest and extend your travel packages and services to their friends and family.



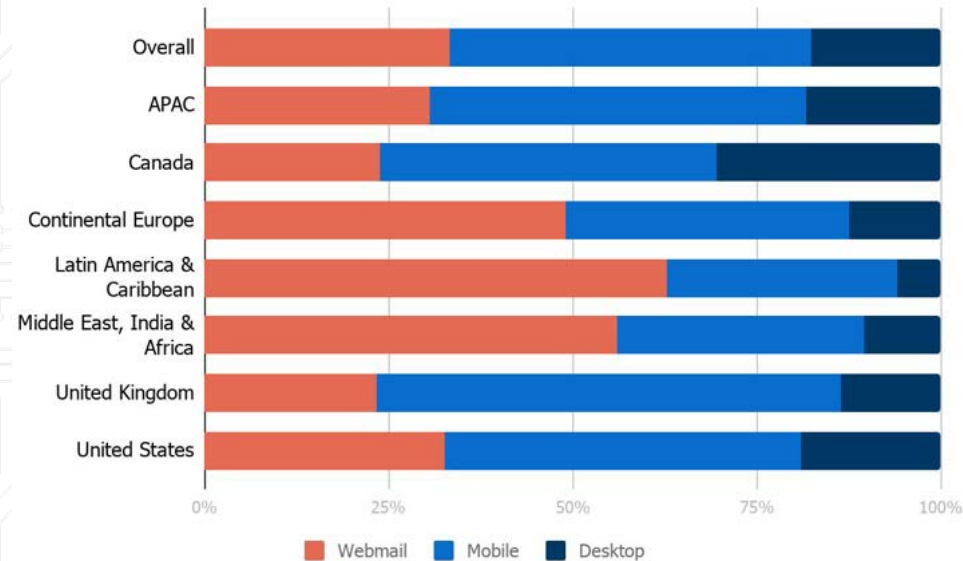
Platform Response

According to an IBM study, most consumers prefer to read their emails on mobile.

49.1% Mobile

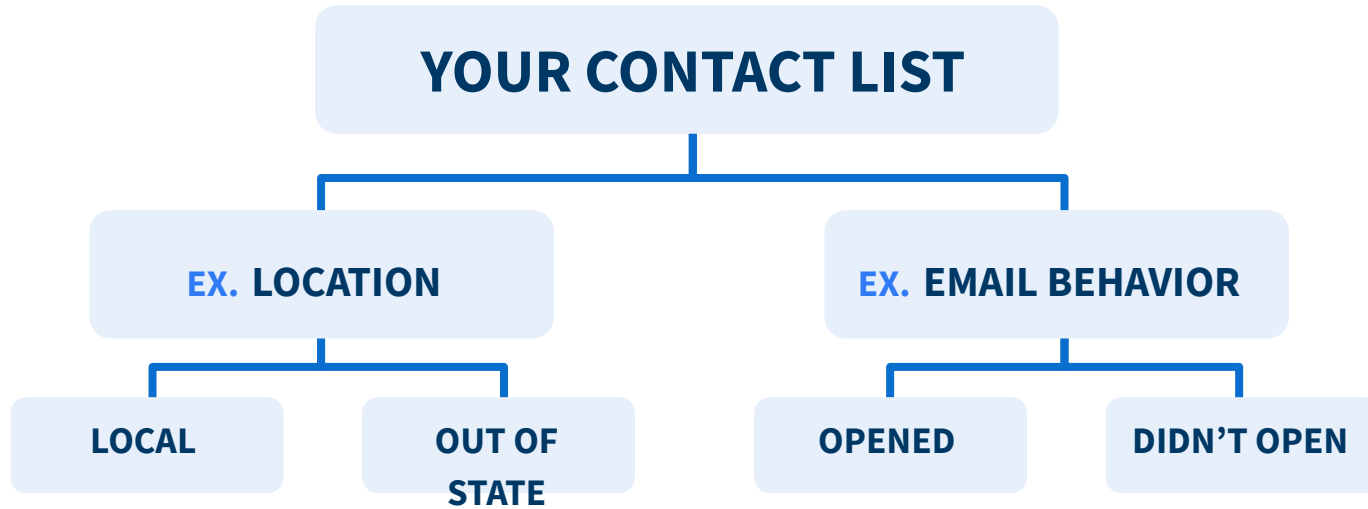
33.3% Webmail

17.6% Desktop



Segmentation

Marketers have found a **760%** increase in email revenue from segmented campaigns.



Segmentation



LOCATION

LOCAL

5-10 MI RADIUS

SAME ZIPCODE

20 MINUTE DRIVE

10+ MILES

OUT OF STATE

DOMESTIC

**LESS THAN A 6 HR
DRIVE**

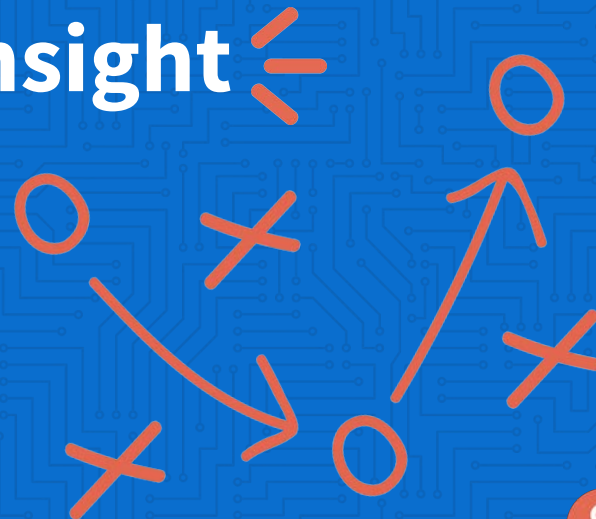
**LESS THAN A 2 HR
FLIGHT**

INTERNATIONAL

EUROPE



Analyze, Benchmark, Insight 



POLL:

What's the Average Industry Open Rate?

~30%

~15%

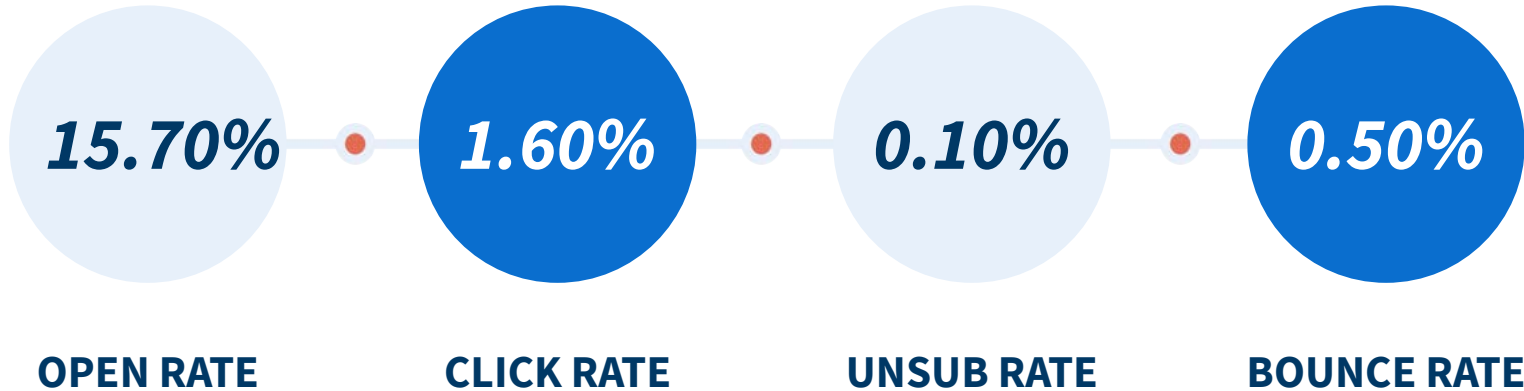
~8%

~40%



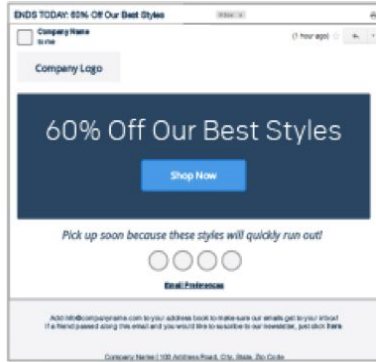
Using Benchmarks

1. **Your brand's benchmarks** – your brand's personal benchmarks based on key performance metrics. These benchmarks should be your brand's averages.
2. **The travel industry's email marketing benchmarks** – these are the average benchmarks regarding the same key performance metrics.





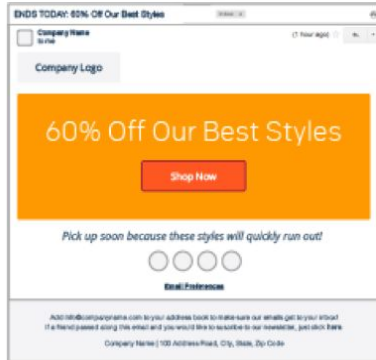
Variant A



WINNING
TEMPLATE



Variant B



LOSING
TEMPLATE



A/B Testing

SUBJECT LINES

- “Book Your Next Trip Before It’s Too Late!”
- “You Look Like You Could Use a Vacation”

CTAs

- “Book Now!”
- “Sign Up Today”

Design Templates



Email Etiquette - the **DO's** & **DON'Ts**

DO:

- Grow your email list correctly, with consent i.e. sign-up form
- Develop personalized subject line
- Find ways to segment your audience (interests, buying cycle, etc.)
- Design templates that are easy to read
- Provide a way for customers to opt-out
- Include a physical address of your business

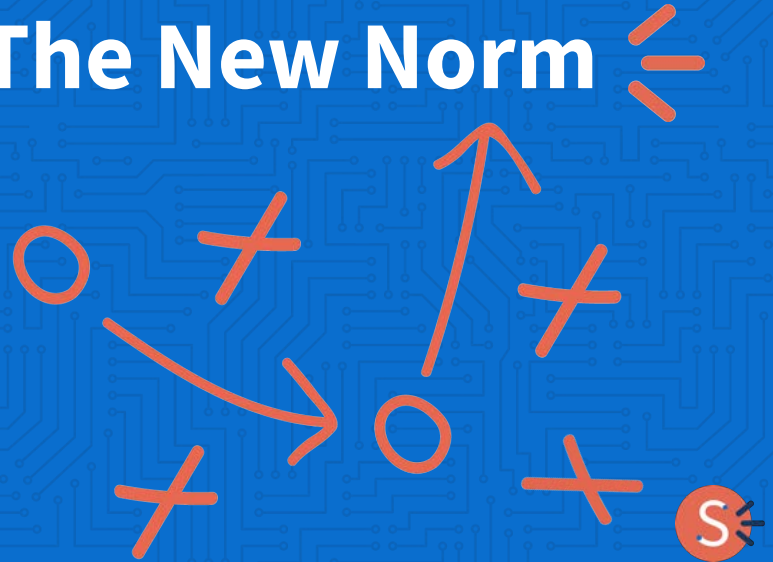


DON'T:

- Buy email lists from third parties
- Use misleading words in your Subject line or words that will trigger Spam
- Send the same email to every subscriber on your list
- Overuse images
- Send emails to customers who have elected to unsubscribe
- Forget to include CAN-SPAM act required business information



COVID: Communicating The New Norm



Spotting the Trend

1

Email frequency slightly decreased

2

Open Rates increase during the pandemic

3

Consumers may be more likely to check their emails in the morning

4

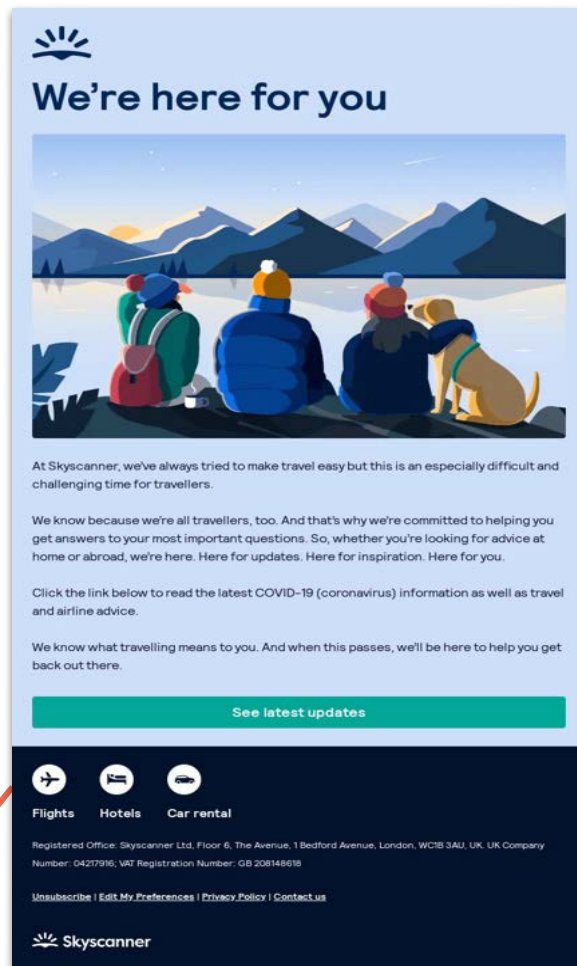
The beginning / end of the week are yielding the best performance




Communicating in COVID

The New Best Practices

- Keep the brand tone **serious**
- Be **empathetic** - provide positivity
- Be **proactive** when communicating health & safety
- **Audit** your existing email campaigns - Stay away from irrelevant emails
- Be “*in the moment*”



The image shows a screenshot of a Skyscanner email newsletter. At the top left is the Skyscanner logo (a sun icon) and the headline "We're here for you". Below this is a large illustration of three people and a dog sitting on a rocky shore, looking out at a lake with mountains in the background. The text below the illustration reads: "At Skyscanner, we've always tried to make travel easy but this is an especially difficult and challenging time for travellers. We know because we're all travellers, too. And that's why we're committed to helping you get answers to your most important questions. So, whether you're looking for advice at home or abroad, we're here. Here for updates. Here for inspiration. Here for you. Click the link below to read the latest COVID-19 (coronavirus) information as well as travel and airline advice. We know what travelling means to you. And when this passes, we'll be here to help you get back out there." A green button labeled "See latest updates" is positioned below the text. At the bottom of the email, there is a dark blue footer containing three icons: a plane for "Flights", a hotel for "Hotels", and a car for "Car rental". Below these icons is the registered office information: "Registered Office: Skyscanner Ltd, Floor 6, The Avenue, 1 Bedford Avenue, London, WC1B 3AU, UK. UK Company Number: 04277995, VAT Registration Number: GB 206146638". At the very bottom are links for "Unsubscribe", "Edit My Preferences", "Privacy Policy", and "Contact us", followed by the Skyscanner logo and name.

 We're here for you




At Skyscanner, we've always tried to make travel easy but this is an especially difficult and challenging time for travellers.

We know because we're all travellers, too. And that's why we're committed to helping you get answers to your most important questions. So, whether you're looking for advice at home or abroad, we're here. Here for updates. Here for inspiration. Here for you.

Click the link below to read the latest COVID-19 (coronavirus) information as well as travel and airline advice.


We know what travelling means to you. And when this passes, we'll be here to help you get back out there.

[See latest updates](#)

  
Flights Hotels Car rental

Registered Office: Skyscanner Ltd, Floor 6, The Avenue, 1 Bedford Avenue, London, WC1B 3AU, UK. UK Company Number: 04277995, VAT Registration Number: GB 206146638

[Unsubscribe](#) | [Edit My Preferences](#) | [Privacy Policy](#) | [Contact us](#)

 Skyscanner



Signed, Sealed, Delivered

Best Days to send During COVID*

Best days for **highest opens**: Friday (22.2%) or Mondays (22%)

Best days for **highest click-through rates**: Wednesday (3.01%), Monday (3%), or Friday (2.97%)

Best days for **highest click-to-open rates**: Sunday (14.7%), Saturday (14.1%), Wednesday (13.8%)

Combined March and April 2020 – Benchmarks by Day Campaign Monitor

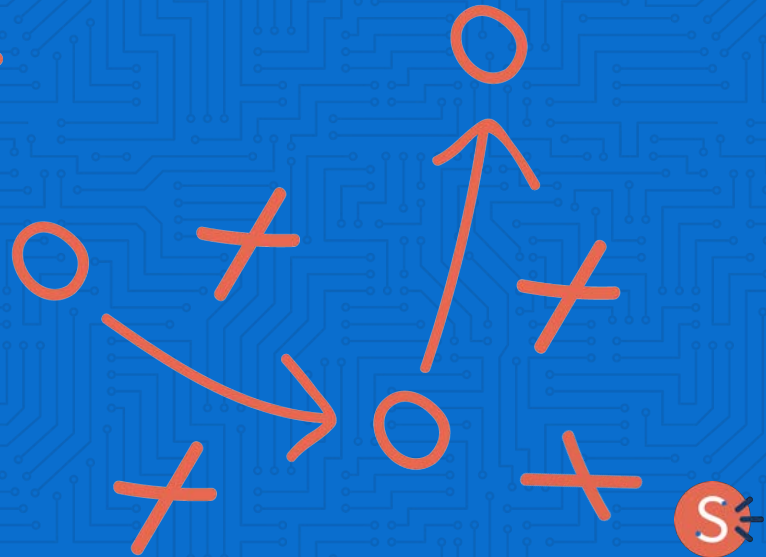
	Open rate	Click-through rate	Click-to-open rate	Unsubscribe rate	Bounce rate
Sunday	18.6%	2.73%	14.7%	0.10%	0.38%
Monday	22.0%	3.00%	13.6%	0.13%	0.72%
Tuesday	21.7%	2.94%	13.5%	0.15%	0.86%
Wednesday	21.9%	3.01%	13.8%	0.14%	0.95%
Thursday	21.5%	2.91%	13.6%	0.15%	0.83%
Friday	22.2%	2.97%	13.4%	0.14%	0.74%
Saturday	19.4%	2.74%	14.1%	0.11%	0.59%
Average	21.4%	2.93%	13.7%	0.14%	0.78%

March and April 2020 Global Email Benchmarks Data

* CampaignMonitor, March-April 2020



Calling an Audible



Audible - to supersede the play originally agreed upon as the result of a change in strategy.



Low Open Rate



Low Click-Through
Rate (CTR)



High Unsubscribe
Rate



Low Open Rates



1

Clean & Segment Your List

Examples include:

- Age
- Purchase Interests
- Engagement Level

2

Check Your Subject Line

Run your Subject line through a Spam Filter Test!

3

A/B Test New Subject Lines

Different types of Subject lines:

- Curiosity-inducing
- Include data or statistics
- Implement Emojis!

4

Adjust Your Send Times

Schedule Emails based on specific time zones or use send-time optimization



Low Click-Through Rates



1

Review Email Format & Design

- Test rendering
- Include some white-space
- Inverted pyramid model

2

Is Your Email Mobile Ready?

- Go easy on images
- Use responsive templates
- Break-up text

3

Make Your CTA More Clear

- Test the color & size of your CTA
- Vary the frequency of placement

4

Cut Down on Unnecessary Copy

- Sentences - 25 words
- Paragraphs - Under three sentences

5

Include Options for Social Sharing

Integrate links to your Social Media



High Unsubscribe Rates



1

Implement Double Opt-ins

- Improves email deliverability
- More qualified contacts
- Protection against policies

2

SEGMENT, SEGMENT, SEGMENT

3

Batch Send Emails

Breaking up your emails into several batches can improve your reputability with ISPs

4

Test Your Email Frequency

Start small - try once a month and adjust accordingly!

5

Mix Up The Variety of Your Content

This is a great opportunity to try adding videos!

6

Ask for Feedback!



“In-The-Moment Marketing”

Identifying and taking advantage of micro-moments to connect and bond with your customers

1

Review Management

Sending a thank you email along, maybe with a promo code, to customers who recently left a positive review



2

Website Behavior

Provide additional tour or activity recommendations based on what pages were visited on your website



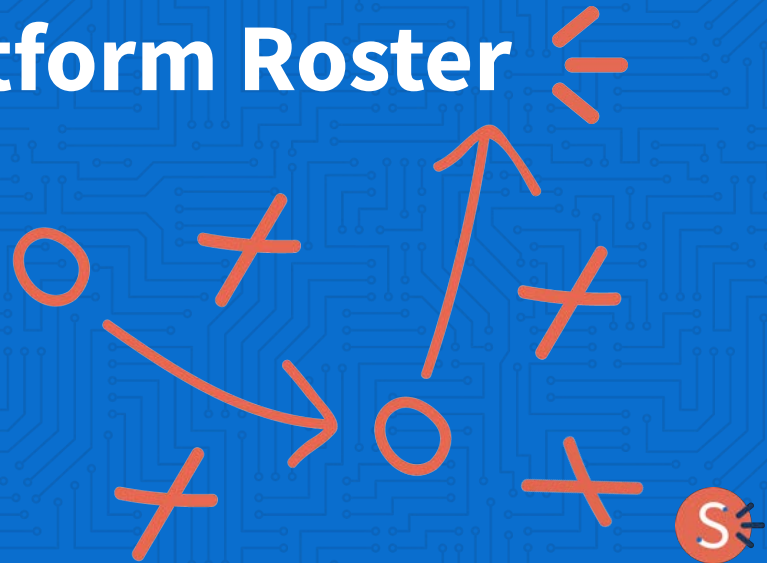
3

Changes to state policies

Targeting and inviting locals as state policies allow you to re-open

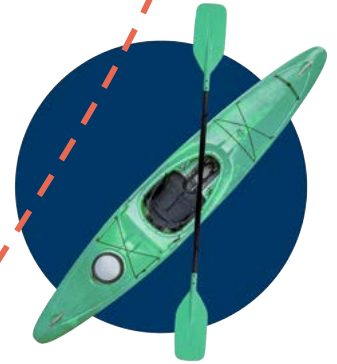


Email Marketing Platform Roster



“Packing List” of Must-Haves

1. **EMAIL CREATION AND DESIGN** to create your emails easily in a few minutes, and a variety of customizable and fully responsive email templates.
2. **EMAIL SEGMENTATION** to target your contacts based on their travel preferences and profile.
3. **RESPONSIVE SUBSCRIPTION WIDGETS** to build your contact list obtaining full consent. These tend to work best on blogs, landing pages or a resource page.
4. **A/B TESTING** to split test and optimise your campaigns.
5. **DETAILED STATISTICS** that allow you to analyze and improve emails you sent out.
6. **STRONG MARKETING AUTOMATION TOOLS**, helping you to manage planned customer/subscriber journeys



Tools to Save Time & Money

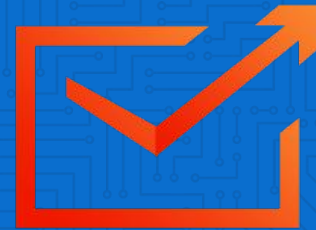
HubSpot



TourAdvantage™



MailChimp®



Sender

**Visit our Partner Hub for More!*



Automate Your Workflow!



Dashboard



**Zapier
Integration**



**Email
Platform**

Booking Data / Contacts



Thank You 

