Welcome!

Web Site Marketing: Email marketing Methods and Strategies

Presented by: Marilyn Macallair, Passport Online

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Travelers Use the Internet to Plan, Research, and Book their Vacations.

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Among the 144 million U.S. Travelers today, 66% Use the Internet

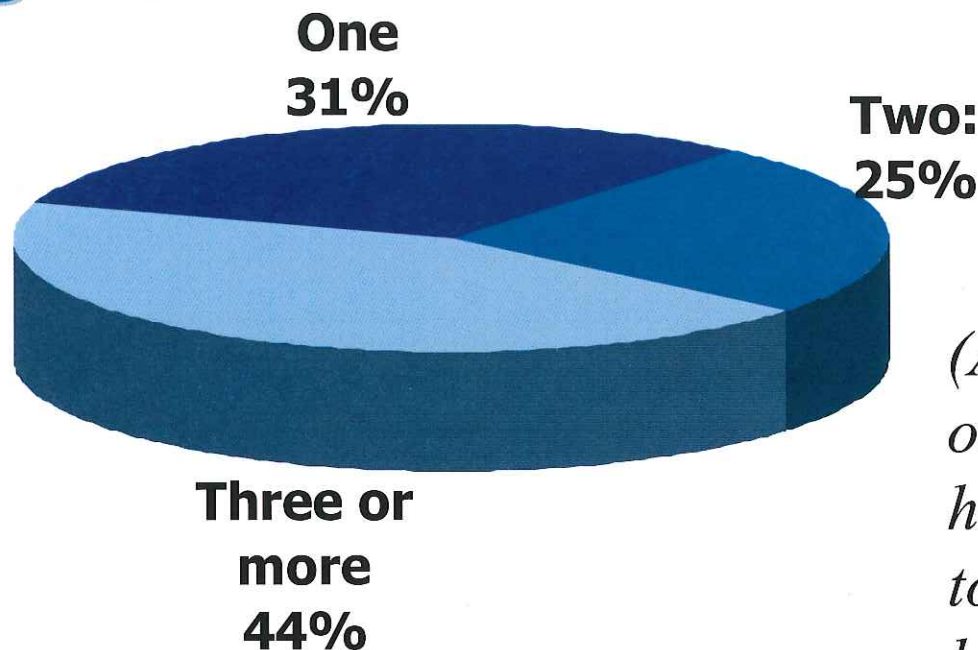| Incidence of Internet Use, 2003		
	Among U.S. Adult Population	*Among Traveling Population**
(Size in millions)	211.6	144.4
Online Travelers	45%	66%
Use the Internet and made travel plans online	30%	44%
Use the internet and traveled for business in past year	20%	29%
Use the internet and traveled for pleasure in past year	43%	63%
Use the internet and traveled frequently in past year (took five or more trips in the past year)	21%	31%
*A traveler is defined as an adult who took at least one trip, 50+ miles away from home, one-way, in the past year (not including commuting to/from work or school)		
Source: Travel Industry Association of America		

Among Active Leisure Travelers

- 63% use the Internet to plan some aspect of a vacation (up from 53% in 2002)*

- However…
  "travel agents will continue to flourish vs. online competition in complex & high risk travel transactions such as cruises, complete vacation packages, multi-destination tours and complete family vacations"*

*Source: YesawichPepperdineBrawn & Russel/ Yankelovich Partners 2004 National Leisure Travel Monitor

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37% of all online travelers say they have subscribed to or registered their name with travel websites in the past...

that translates to 35.4 million consumers

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Number of Subscriptions/ Registration for Travel Websites

One 31%

Two: 25%

Three or more 44%

(Among the 35.4 M online travelers who have subscribed to travel websites at least once)

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Have a Registration

vehicle on your web site to build your database

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Email Marketing Does Work!

Email promotions and discounts are an effective way to generate additional travel spending that may not have otherwise occurred.

- Hotels, airlines and online travel agencies have been successful in using email marketing to communicate with current and potential customers

- If you are not sending your customers emails, someone else is

*Based on a research study, over **ten million online travelers** (11%) claim that they have taken a trip they otherwise would not have taken based on an email travel promotion, discount, or offer.*

Source The Travel Industry Association's "travelers' Use of the Internet'", 2003 Edition

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Effective Email Marketing

- Strategies and helpful hints
- Responsibilities
- Results

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Merchandising:
The Power of Persuasion

All communication to your consumers should inform, persuade, and remind potential travel buyers in such a way to influence an opinion or elicit a response.

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You provide

- Passion and emotion
- Credibility
- Instant gratification
- Personalization/Experience

Passion/Emotion

- People buy travel on emotion, not logic

- They want to get away to change their feelings

- Trips must appeal to those feelings

- Passion is behind every decision

Credibility

- How do I know this is reliable?

- You are their trusted source for travel info

- Use your personal experience in travel and your professional experience in knowledge of the industry

Instant Gratification

Email marketing allows you to promote your travel products instantly! No having to wait for the designer, the copywriter, or waiting for the brochures to be printed. No mailing costs. Your customer has what he/she is looking for in a matter of seconds.

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Personalization/Experience

- Always customize your message
- Show your enthusiasm in the email
- You are the expert – gently remind your customers of that experience
- Show that you know your customer
  - If they are seniors, don't send them an email promotion with skiing or adventure travel inclu

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World's Largest Running Store

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Your Cruise Vacation - Message (HTML)

Reply | Reply to All | Forward | File Edit View Insert Format Tools Actions Help

Type a question for help

From: marilynm@passportonlineinc.com
To: marilynm@passportonlineinc.com
Cc:
Subject: Your Cruise Vacation

Sent: Wed 6/30/2004 3:34 PM

Brought to you by:
Marilyn Macallair

V.com Travel
1650 King Street, Suite 450
Alexandria , VA 22314

For more information, please click the More Details button below
or call
801-363-4264

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Fantastic Cruise Vacations

Your Cruise Vacation

I selected two of my favorite cruises for you to look at. The represent entirely different destinations but you can't go wrong with either one. Look them over, feel the sun, breeze and ambiance. Then call me and we'll book it.

My Favorite Way to go to Hawaii
Circle Hawaii Cruise

Starting At: $ 2843.94   More Details ▶

It will be a cruise like no other as you sail from sunny San Diego across azure seas 'til one day you find Paradise outside your window. There, awake to a new island every morning as you cruise from one idyllic isle to the next, snorkeling with iridescent parrot fish one day, celebrating a luau the next. Then circle back to San Diego, all the while enjoying the luxurious amenities of the ms Statendam.

Holland America

Western Caribbean Cruise from Miami

Starting At: $ 655.00   More Details ▶

As you watch another perfect sunset weave a tapestry of lavender, gold and fuchsia, you marvel at the many sights and sounds that await you. Exotic, neon-striped fish, native handicrafts from the local bazaar and ancient monuments constructed by societies that have long since disappeared. You never knew there were so many sides to the Caribbean.

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Make your message personal

start | Inbox - Mic... | testimonial ... | Your Cruise... | 3 Microso... | 3 Interne... | Liz - Messa... | My Pictures | Thank you ... | 4:07 PM

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Deliver the Right Message

- Target your market
- Segment your client list
- Create unique offers for specific markets
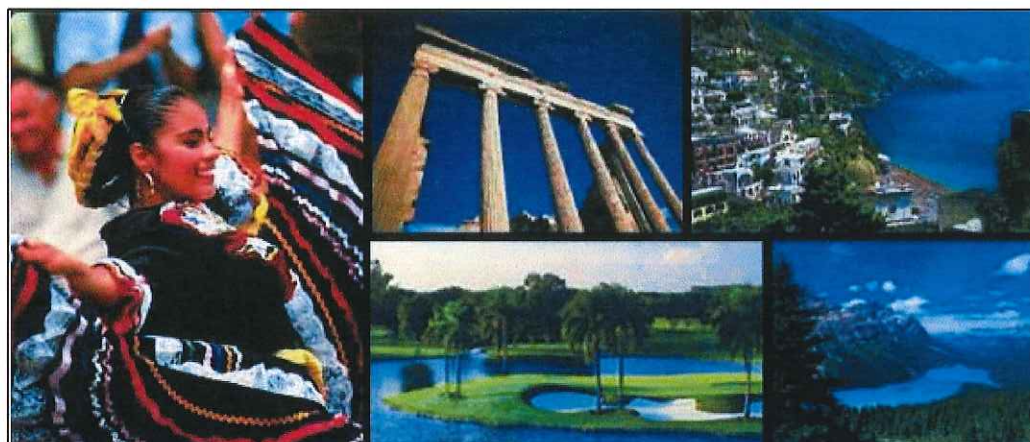- Be destination or type specific i.e. Hawaii, Ireland, Alaska cruising/tour, biking, trekking etc

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Best Practice

"Last week's "South Pacific/Hawaii" was destination specific for both cruises and land- based vacations. I modified it and added a couple of additional Hawaii cruises and sent it out on Friday afternoon. We had six requests straight from the email today that had come through our website. We also had two additional requests for Hawaii that were prompted by customers receiving the email and their responding with specific requests that were not in the e mail that we had sent out. I closed one this morning in one phone call for a 16 night Circle Hawaii cruise to the tune of $4400."

… Sherrie Funk, President - Just Cruisin' Plus

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Create Dynamic HTML emails

- It is easy!
- Most programs do it for you
- You don't have to be technologically savvy to create attractive emails

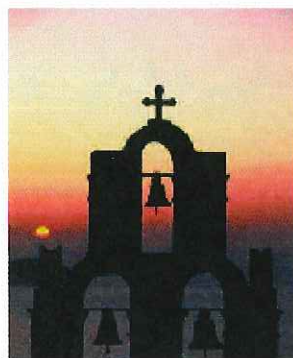**Emails with Bright Colors, & Beautiful Travel Offers Attract Sales Leads!**

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Fantastic Cruise Vacations

Your Cruise Vacation

I selected two of my favorite cruises for you to look at. The represent entirely different destinations but you can't go wrong with either one. Look them over, feel the sun, breeze and ambiance. Then call me and we'll book it.

My Favorite Way to go to Hawaii
Circle Hawaii Cruise

Starting At: $ 2843.94
Ship: Statendam

It will be a cruise like no other as you sail from sunny San Diego across azure seas 'til one day you find Paradise outside your window. There, awake to a new island every morning as you cruise from one idyllic isle to the next, snorkeling with iridescent parrot fish one day, celebrating a luau the next. Then circle back to San Diego, all the while enjoying the luxurious amenities of the ms Statendam.

Holland America

Western Caribbean Cruise from Miami

Starting At: $ 655.00
Ship: Brilliance of the Seas

As you watch another perfect sunset weave a tapestry of lavender, gold and fuchsia, you marvel at the many sights and sounds that await you. Exotic, neon-striped fish, native handicrafts from the local bazaar and ancient monuments constructed by societies that have long since disappeared. You never knew there were so many sides to the Caribbean.

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Make sure your "call to action"...

Provides for a direct phone call to an agent

Drives them back to your website

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We Prefer MasterCard MasterCard

Western Caribbean Cruise from Miami Contact Agent

Royal Caribbean INTERNATIONAL Supplier: Royal Caribbean International
Ship: Brilliance of the Seas

[Description | Details | Dates / Prices]

Description Return to Top

Glorious Caribbean Getaway

As you watch another perfect sunset weave a tapestry of lavender, gold and fuchsia, you marvel at the many sights and sounds that await you. Exotic, neon-striped fish, native handicrafts from the local bazaar and ancient monuments constructed by societies that have long since disappeared. You never knew there were so many sides to the Caribbean.

Relax amid the warm white beaches and beautiful turquoise waters of the most breathtaking islands on earth - but don't forget all the incredible adventures you'll experience as well! You'll find turquoise water and sun-drenched beaches as far as the eye can see. Go snorkeling. Go sailing. Go shopping. Whatever you do, you'll go home smiling.

All cruise prices are per person, cruise only, and based on double occupancy. Additional government taxes and fees are not included - click price for details. All prices are subject to change as often as daily and are based on availability at the time of the booking. Certain restrictions apply. Ship's registry: Norway and the Bahamas

Detailed Information Return to Top

Day	Port	Arrive	Depart
Mon	Miami		5:00 PM
Tue	At Sea		
Wed	At Sea		
Thu	San Juan	7:00 AM	5:30 PM
Fri	Charlotte Amalie	7:00 AM	5:30 PM
Sat	St. John's, Antigua	8:00 AM	5:30 PM
Sun	Castries	8:00 AM	5:00 PM
Mon	Philipsburg	7:00 AM	5:30 PM
Tue	At Sea		
Wed	Labadee	8:00 AM	5:00 PM

More Information
- Public Rooms
- Deck Plans
- Staterooms

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Allows them to "Contact an Agent"
at an email address that is continuously monitored

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Western Caribbean Cruise from Miami — Contact Agent

RoyalCaribbean INTERNATIONAL
Supplier: Royal Caribbean International
Ship: Brilliance of the Seas

[Description | Decks | Dates / Prices]

Description
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Glorious Caribbean Getaway

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Number of Nights: 11

More Information
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Tue	At Sea		
Wed	Labadee	8:00 AM	5:00 PM
Thu	At Sea		
Fri	Miami	8:30 AM	

Number of Nights: 11

More Information
- Public Rooms
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Travel Dates and Prices
Return to Top

(Click on date or price for additional details)

Travel Date Range	Price From		Select ID#
Nov 22, 2004 - Dec 03, 2004	$655 (Stateroom Cat. Q - click price for other categories)	☐	241363
Nov 22, 2004 - Dec 03, 2004	$899 (Inside Guarantee - Cat. Z)	☐	178805
Dec 13, 2004 - Dec 24, 2004	$899 (Inside Guarantee - Cat. Z)	☐	178803
Jan 03, 2005 - Jan 14, 2005	$1049 (Inside Stateroom - Cat. Q)	☐	178801
Jan 24, 2005 - Feb 04, 2005	$1299 (Inside Stateroom - Cat. N)	☐	178799
Feb 14, 2005 - Feb 25, 2005	$1399 (Inside Stateroom - Cat. Q)	☐	178797
Mar 07, 2005 - Mar 18, 2005	$1249 (Inside Stateroom - Cat. N)	☐	178795
Mar 28, 2005 - Apr 08, 2005	$1249 (Inside Stateroom - Cat. N)	☐	178793

To obtain more information about an offer, or to contact us, place a checkbox next to the items of interest, and click the button to the right. — Contact Agent

Prices are in US currency and are per-person based on double occupancy, unless otherwise noted. **All prices are subject to availability and change.**

Clear All Selections

Legend: Exclusive Offer

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Bring them back to you!

What Else???

- Grow your email list
- Send emails to your phone in customers
- Keep all your messages consistent

Grow Your Email Lists

An easy way to add customers to your email list is right on your website. Make sure that any print marketing materials also give them the option to join your email list.

Land/Air Vacations   Hot Deals   *Getaways*   Atlas

| Feature Page | My Profile | Trip Request/Contact Us | Detailed Search | FAQ |

...mo Travel's VacationPORT vacation finde...

...a sunny beach in the Caribbean, an Alask...
...fari, you have found the right place to find...
...o not see something that meets your needs...
...rch our entire database of offers.

Sign Up for our Newsletter

E-mail: [   ]

[Register]

Hotel Deals — Book Hotels at up to 70% off!

..., Tours, Lodging

...go?   [Select Destination ▾]
- OR -
[Type in Destination]

...ravel?   [Any Month ▾]
[Any Length ▾]

[Go]

Quick Links

Alaska   Hot Deals!
Caribbean   Las Vegas

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Best Practice

One agency requires that each agent send out 5 emails per week. The manager tracks the emails and responses and has seen a _70% increase in sales leads_ associated with the agents doing the most emails.

Promotional Consistency

- Keep a consistent look & feel
- All marketing materials should have consistent imagery and text
- Keep things simple
  - *People take 5 seconds to look*
- Use beautiful imagery, catchy headlines and "special price offers"
- MOST IMPORTANT…make sure your spelling and grammar are correct

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Responsibilities

- Can-Spam law
- List Management
- Response to email leads

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Know the Law

Anti-spam law: http://www.spamlaws.com/federal/108s877.html

- You must use a valid return address on all emails. This address must function for at least 30 days following sending of your email.
- You must provide a valid physical address (*No P.O. Boxes*) within the email.
- You must provide a conspicuous means for the recipient to remove himself or herself from your mailing list.
- If the recipient has not opted in to your mailing list, you must conspicuously identify the email as an advertisement.
- You must honor all unsubscribe requests within 10 days of receipt of the request.

Responsible List Management

- Don't use a rented list

- Have an opt-out capability on **every** email message and make it easy

- Keep your client lists clean and updated – if customers opt out, take them off the list immediately!

Respond to leads

- Within 15 minutes during normal business hours (at least to acknowledge receipt)

- By 10:00 am the following day for after hours requests

- By 10:00 am Monday for weekend requests

- Employ an Auto Responder on the email address that sales leads come into

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Usage & Activity Tracking

- Know how many agents are opening up the Vcom emails, and how many have forwarded them to their customers

- Get the data on how many customers are opening up the emails – you can track click thrus with most email services

- Compare click thrus to trip requests for a ratio

- Create a way to track phone calls driven from the email

- Discover what suppliers get the most activity

- Understand what your customers want – what are the most popular vacation destinations sold through your agency

- Gather data on client's and market to their interests

- Use your CRM … Client Base + tracks data on customers

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What to Avoid...

- Words spelled wrong/poor grammar...
- Don't send attachments
- Too much copy... keep it simple
- Generic email address "listserv"
- Slow response processing – don't let your inbox get overloaded

Q & A Time

Thank You!

Thank you for your time.
If you have any questions after this
presentation, please contact us by email at:
info@passportonlineinc.com
or phone: 503-626-7766 ext 304