

Email Strategy Best Practices

Anna Maria Addesso – Apple Vacations

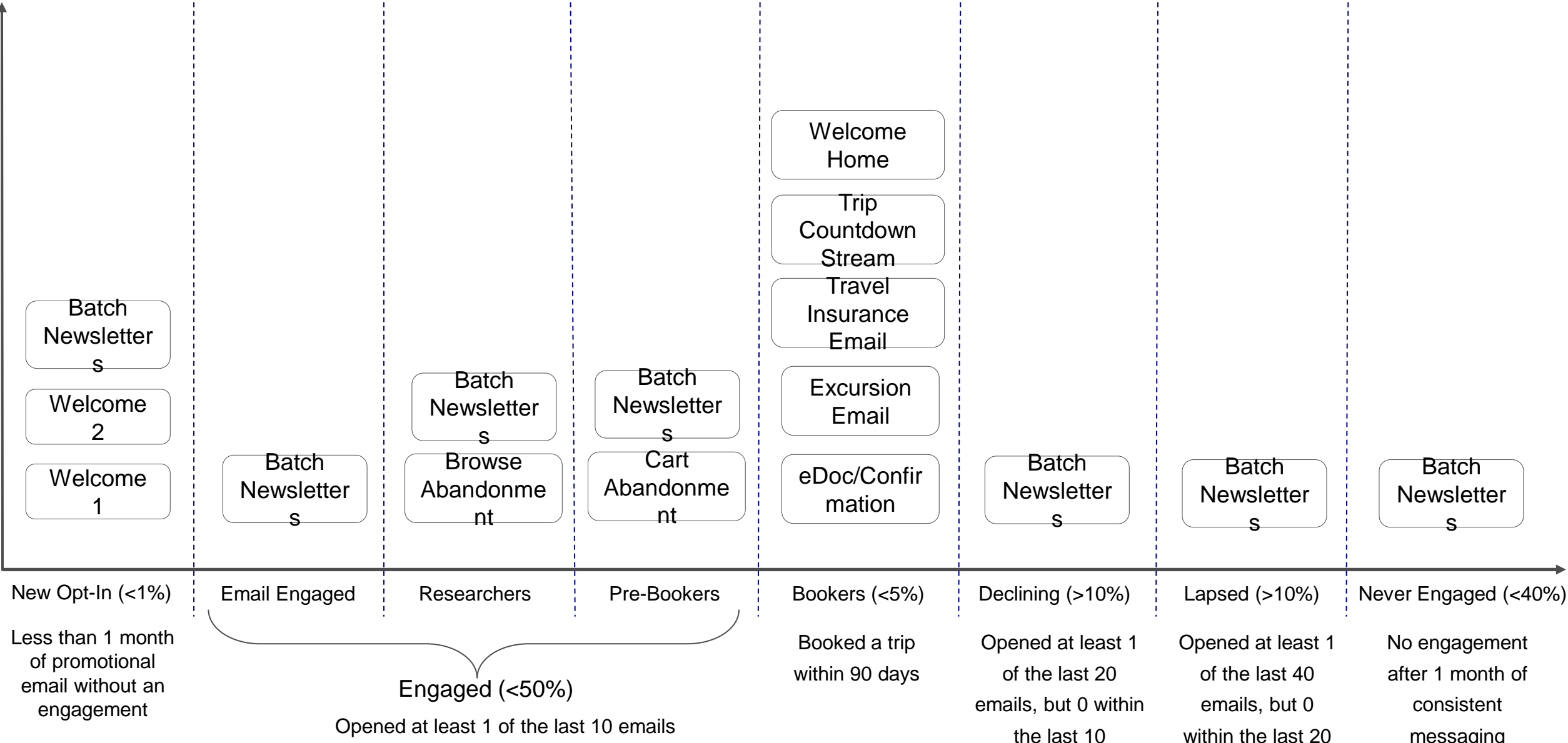
Joanna Freeman - Phenomenon



Key Areas of Email Strategy

- Database
- Creative
- Content/Editorial
- Email lead gen

Batch & Blast vs. Lifecycle Segments



Email Creative Improvements

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To: Joanna Freeman

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Dynamic Content by Behavior

- Person 1:
 - Opened 1 of the last 10 emails
 - Self reported value seeking trips
 - Previously searched Riviera Maya



Searched Content

AV Need

- Person 2:
 - Opened 1 of the last 20 emails
 - Self reported Cancun as a destination of choice
 - Self reported interest in Children's Program
 - No recent search history

Profile Data

AV Need



Content/Editorial for Email

- Consumers are distracted these days
- Adding fresh content and editorial to your marketing campaigns can revive old topics
- More distribution channels for marketing messages mean more competition for buyers' attention
- Email allows marketer one on one “my time” with consumer
- Consumer database segments
 - New Opt ins
 - Email Engaged/Researcher/Pre Bookers
 - Bookers
 - Declining
- Adventure Travel Example



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mm/dd/yyyy mm/dd/yyyy

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Exciting Things to Do and See

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If you want to step up your beach holiday, you may be an adventure traveler, seeking life-enriching experiences that will make your blood pump and adrenaline rush. These once-in-a-lifetime opportunities will give you memories to treasure forever!

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Cancun/Riviera Maya:


Tulum Xtreme
Terrific combination of archaeological discovery and adventure activities. Zip lining, snorkeling in an underground river, swimming in a cenote and rappelling provide surges of adrenaline to satisfy any adventurous spirit. Then visit Tulum, one of the most famous sites in the Mayan world. Tour includes transportation, guides, adventure gear, lunch and beverages.



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Puerto Vallarta:

Outdoor Adventure
A thrilling day packed with adrenalin-pumping excitement! First, an exhilarating speed boat ride to a secluded beach at the edge of the jungle. Then, an exciting off-road expedition deep into the mountains for awesome adventure challenges and non-stop fun. Fly high above the tropical forest floor on a series of zip-lines, rappel waterfalls, traverse jungle bridges and splash through streams and natural river pools.



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Jamaica:

Canopy Tour:
The adventure begins as you soar through trees and lush

Apple Vacations - IBM Lotus Notes

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Content - Campaigns built for action

- One subject adapted for each consumer segment
 - New Opt In's
 - “Take an Apple Vacation and never sit still”
 - Email Engaged/Researcher/Pre Bookers
 - “Reach beyond the beach with the most adventurous excursions”
 - Bookers
 - “Get ready for adventure. Book your excursions now for best availability”
 - Declining
 - “Explore your adventurous side with Apple Vacations. Watch our new videos”
- Includes no pricing – low sell approach
- Allows for forwarding and sharing
- Consumers more apt to save



Editorial – Become a Thought Leader

- Grows your audience to become donors, more loyal customers and supporters of your brand
- Allows the ability to grow the reputation of your organization as a thought leader around your core strategy
- Apple Vacations Top 5 Deals of the Week
 - We are picking the best of the best every Wednesday
 - Customer comes to us a “leader” in travel
 - Email is customized by gateway
- Texas Test Example





Top 5 Vacation Deals - 3 nights from \$671* All Inclusive w/airfare & taxes incl!

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Cancun
RIU Cancun



All-Inclusive
Including Airfare



Texas Top 5 - 3 nights from \$600* All Inclusive w/airfare & taxes incl!

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