GCOMMERCE SOLUTIONS

Email Marketing Strategy Recommendations

DIGITAL E-BOOK

2023

Our top recommendations for your email marketing strategy.

Try implementing these types of strategic emails to your database.

Booking Anniversary Email

An automated email to reward guests with an exclusive offer. This is typically sent on the one year anniversary of their stay.

EXAMPLES:
- It's already been one year since your last stay with us at [insert hotel name]! To celebrate, we'd like to offer you X% off your next stay!

- We enjoyed hosting your last vacation with us and we can't wait until you return! Please let us know how we can help you put together the perfect stay. We know the best ways to enjoy the local area and we can help you find the perfect accommodations to fit your needs.

- Offer them their top pick on room types, or use urgency/ "before we fill up" type of verbiage.

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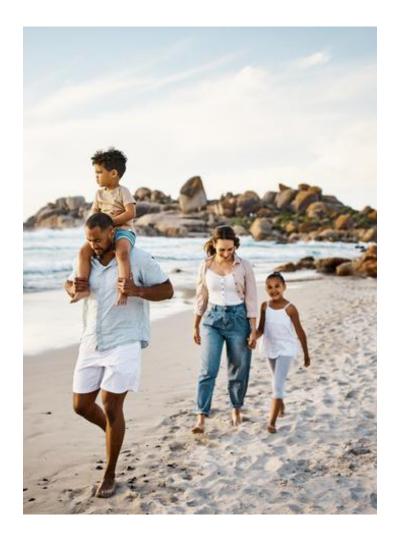# Loyalty Recognition Email

Try rewarding guests who have stayed at the hotel multiple times. The goal is to increase the Customer Lifetime Value.

Create differentiated offers within a program to incentivize guests to book direct more often.

Make these emails very personalized and try offering:

- Earlier and Easier Check In
- Late and Easier Check Out
- Room Upgrades
- Relevant Gifts / Amenities
- Resort Credit
- Improved / Personalized Experiences
- Discount Room Rates

Lapsed Guest Email

An email sent to guests who were repeat guests, or stayed at the hotel one time, but have not booked a return stay within a certain time frame.

Create an email that entices guests to stay again.

Keep it relevant and interesting:

- Mention any new hotel features or upgrades

- Use Pictures

- Include an Offer or Incentive

- Personalize Wherever You Can

- Add a CTA or Link
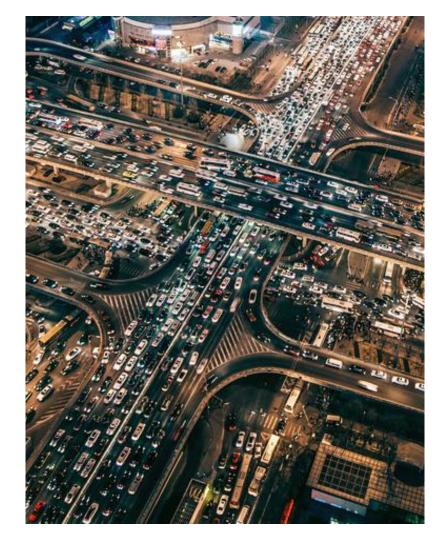
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Cancellation Recovery Email

A cancellation recovery email is a type of automated email triggered when a guests cancels their stay.

We suggest this gets sent out 3-5 days after a cancellation, and inform guests we would love for you to book again.

EXAMPLE:

So sorry your plans didn't work out, when you decided to take your next trip we hope you think of us! See you soon.

- Include an incentive
- Why they should rebook with you

Email Best Practices

Ranked the best to worst days to send an email:

Tuesday, Thursday, Wednesday, Monday, Friday, Sunday, Saturday.

What is the best time to send an email?

In general, it is suggested to send your emails between 9:00 and 11:00 AM or later in the afternoon, from around 4pm to 6pm.

It is more likely to reach people as they are first checking their inbox in the morning or as they are winding down at the end of the work day.
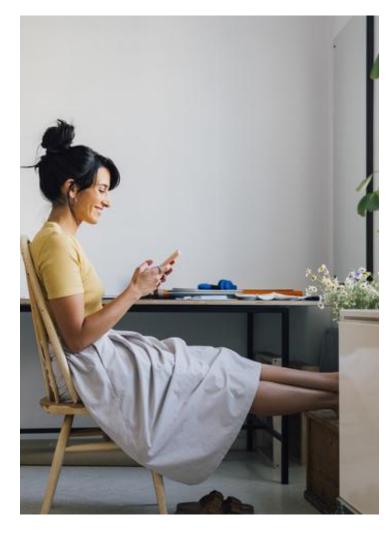
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How do I Optimize my Email Campaigns?

We need to be thinking in the same "time windows" as our subscribers; the different periods interacting with emails, depending on the device. These windows are:

The 3-minute window, when you're most likely opening email on a mobile device. For example, when waiting for coffee at your local, you have just about enough time for a quick scan of new emails.

The 5-minute window, when you're most likely opening email on a mobile device. Say, in a cab between meetings, you have time for a couple of quick email responses, to action urgent items and respond to important people.

The 10-minute window, when you could be either mobile or desktop. For example, at lunch you have just enough time to respond to not-so-urgent emails, file things you've done and re-read those emails scanned earlier.

4 Considerations to Keep in Mind Before Sending

Time of day – What is the best time of day to send your email marketing messages? Can you optimize for the time of day you are sending and the device most likely to open your email?

Brevity – How much can someone really read during the 3 minutes they have in the coffee line? Keep your copy to the point and make call-to-actions as clear as possible.

First words – The first words of your campaign in your subject line are incredibly important content, so craft them with thought.

Mobile first – With mobile email open rates at 42% and growing, we need to optimize our email marketing for a mobile-first environment.

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A/B Email Testing for Day + Time

Once you come up with a schedule, know that it's not set in stone. It's essential to A/B test your email send times to constantly determine the sweet spot for your audience.

You can send one email at one time and another at a different time. Then, compare open rates, conversions, and other metrics to see which time was most successful.

Do this often as the ideal time may change and it's important to keep on adapting and learning what works and what doesn't.

Key Takeaways

Try implementing these types of strategic emails to your database -

Automated emails based on booking anniversary, loyalty recognition, lapsed guest, and cancellation.

Optimized emails based on best day of the week, best time of day, and A/B testing

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Thank you for reading

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