




Clockwork Marketing®

THE DEFINITIVE GUIDE TO EMAIL MARKETING FOR HOSPITALITY

The 7 steps you need to deliver excellent email marketing campaigns



As a hospitality business, the most powerful marketing tool you have at your fingertips is your guest database. These people have stayed at your property or signed up to your newsletter list, are invested in your brand and are interested in hearing what you have to say.

Email marketing is one of the highest converting marketing channels for this very reason. So, if you're not already using email marketing to promote your business to your guest database then what are you waiting for?

Follow these simple steps for email marketing success.

ONE.

GROWING YOUR AUDIENCE WITH FORMS

Your email marketing list may begin with your guest database (and you should be updating it regularly with new guest data and preferences) but it's not the only way to grow your audience.

Using the forms feature in Email Brilliance, you can embed a form on your website to start collecting prospective guest information too. Ensure that you make it clear what subscribers will benefit from if they sign up, for example, they will be the first to hear about new offers and discounts.

You can request as much or as little information as you like (although we recommend keeping it simple to make it as easy as possible for prospective sign ups). You could consider requesting subscribers'

birthdays, for example, to help you to send out timely personalised emails (more on this later).

If you offer multiple services at your property, such as a spa, gym or a golf course, you may wish to ask people at the point of sign up to let you know what they are most interested in to help you send relevant and targeted email campaigns.

Make sure you have an email newsletter opt-in option on your Wi-Fi sign up form, your online table booking widget and wherever you collect data to maximise your audience.

Complete this form to book a personal showround

First Name *

Please enter your first name

Last Name *

Please enter your last name

Email Address *

Please enter your email address

Mobile Number *

Please enter your mobile number

Preferred wedding date

DD

MM

YYYY

Desired number of guests

Leave blank if you're not sure

Additional comments

Anything else you want us to know about?

Send your request



TWO.

THE ELEMENTS OF A GREAT EMAIL

It's not just a case of dropping some text and images into a template and hitting send. According to Statista, in 2022, there were an estimated 333 billion emails sent and received daily around the world. So, you'll need to stand out from the crowd if you want to cut through the noise and reach your goals with email marketing.

1. An eye-catching subject line

This is your first opportunity to grab their attention so make sure it hits the mark. Keep it short and relevant and leave them wanting to know more.

2. Simple but enticing content

You've hooked them in with your snappy subject line, don't then bog them down with too much text in your email. Use great quality, engaging imagery (or even animated GIFs) keep your message clear, simple,

on-brand and to the point, and include a punchy call-to-action (CTA) that stands out from your content to lure readers to your website.

3. Time your send to perfection

Use data from previous sends, plus other sources (such as your social channels and website stats) to understand when your audience is online, so you can target them at a time when they are most likely to open.

4. Mobile optimised

Don't forget that the majority of users will be viewing your email on their phone, so it's essential to prioritise how your design looks and reads on mobile devices. With Email Brilliance, you can easily preview your campaign on mobile and send as many test emails as you like to optimise for mobile.



COLOURING TRAVEL DREAMS & BOOSTING BOOKINGS



JOIN US FOR FOOD AND DRINKS AT IHS STAND 1238, MON 16, 3PM

Hi Pete

If you haven't already heard, we're exhibiting at the Independent Hotel Show in Olympia on the 16th & 17th October on **stand 1238**.

At 3pm we'll be having casual drinks and canapés on our stand. We'd love for you to stop by to socialise and relax as the first day of the show starts to slow down.

We're available to talk about our "Tomorrow's Travellers" Trends Report and the Clockwork mini yacht on our stand offers a great photo opportunity for your socials.

THREE.

USING PERSONALISATION TO ENGAGE YOUR GUESTS

The most obvious way to personalise your email campaigns is to include personal information you know about your guests. For example, including their name in your subject line or email introduction. This is a nice touch and should definitely be used where you have this information. But we've seen it done badly too – where there is incomplete data, or worse, the wrong data against the wrong email address. There's nothing more off-putting to a recipient than receiving an email addressed to someone else or a blank space where your name should be. So, if you're going to personalise in this way, make sure your data is up to scratch.

Pre-stay emails offer a great opportunity to personalise – include your guest's name, the dates they are planning to stay and then push upsells ahead of their stay. This is sure to resonate

with them ahead of their impending stay.

You could collect subscriber's birthdays when they sign up. You can then set up an automated email flow to target them ahead of their birthday with a discount or free something if they book a table or a stay with you. You can also send them a lovely birthday message on the day.

In our experience, the most important way to personalise your email marketing is to tailor your content to your audience. Ask them what they are interested in when they sign up, so you can segment your data into lists and target them with only relevant offers and events. Monitor what resonates and what doesn't so you can adjust your strategy if needs be. You'll see your engagement and conversions both improve as a result, and you'll have a thriving email community in no time.

FOUR.

**TARGETING AND RE-TARGETING TO
EXTEND SUCCESS**

It's so important that you're sending relevant content to your subscribers – by sending content you know they are interested in your engagement will improve and your unsubscribe rate will drop. You can segment in many ways – for example, by interests, location, engagement level or previous stay dates.

We mostly talk about targeting as reaching the right people with the right messaging, but sometimes it's helpful to avoid reaching a specific segment too. For example, if you're about to launch a new offer to fill some last-minute availability, you should upload a list of email addresses for people who have already booked these dates at full price and exclude them from your email send.

Re-targeting is a useful tool to squeeze a few more conversions out of your original campaign. You can manually re-target, or with Email Brilliance you can automate your re-targeting. This simply means setting up a secondary email, which can be sent to a segment of your original audience based on their actions.

For example, you may want to resend your campaign with a new subject line, or at a different time of day to those who didn't open the first email. Or send a follow up to those who showed an interest in your campaign by opening it and clicking on an offer but did not make a purchase to see if you can tempt them to make that final click to buy.

Automated Retargeting Campaign

Date Due *

23/02/2024 09:55

User Selection *

Did not open

Email Templat...

HMA Webinar Promotion LAST CHANCE - Email Mar...

Subject Line *

[LAST CHANCE] WEBINAR: Level Up Your Hotel Email M

Campaign De...

HMA Webinar Promotion LAST CHANCE - Email Marketing

Campaign Co...

Google Analytics and API reference

Custom Fields

Use data available at time of sending

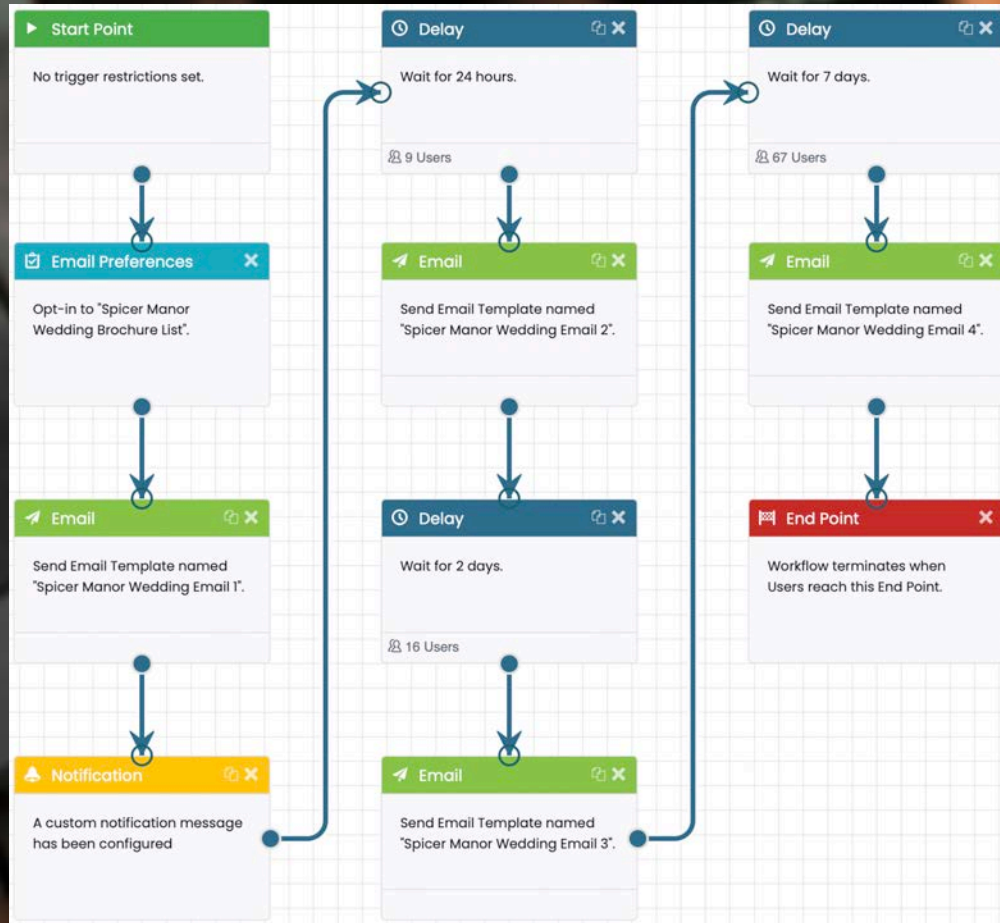
Queue Loadin...

2,000 emails per hour

✓ Save

✕ Cancel

FIVE.

MAKE LIFE EASIER WITH AUTOMATION

The best email tools offer the ability to set up automated flows. So, you can create an email or a series of emails to go out to your subscribers automatically when they perform a specific action.

The most common automation is a welcome flow. When you sign up to a newsletter for the first time, you'll receive an email straightaway welcoming you to the mailing list. This can be an individual email or can kick off a series of emails set up to hit your inbox a few days apart with the goal to hook you in to make a purchase, or to instil the company's brand values.

For hospitality businesses, email automations can be an invaluable tool for creating fully branded and engaging pre

and post stay emails to upsell dining, spa treatments and to encourage reviews and repeat stays.

There are endless possibilities for boosting email engagement and conversions with automations. As we've already mentioned, if you have the right data you can set up a birthday flow, as well as abandoned basket automations to nudge your audience to complete that booking or gift voucher purchase.

SIX.

EMAIL DATA COMPLIANCE AND QUALITY

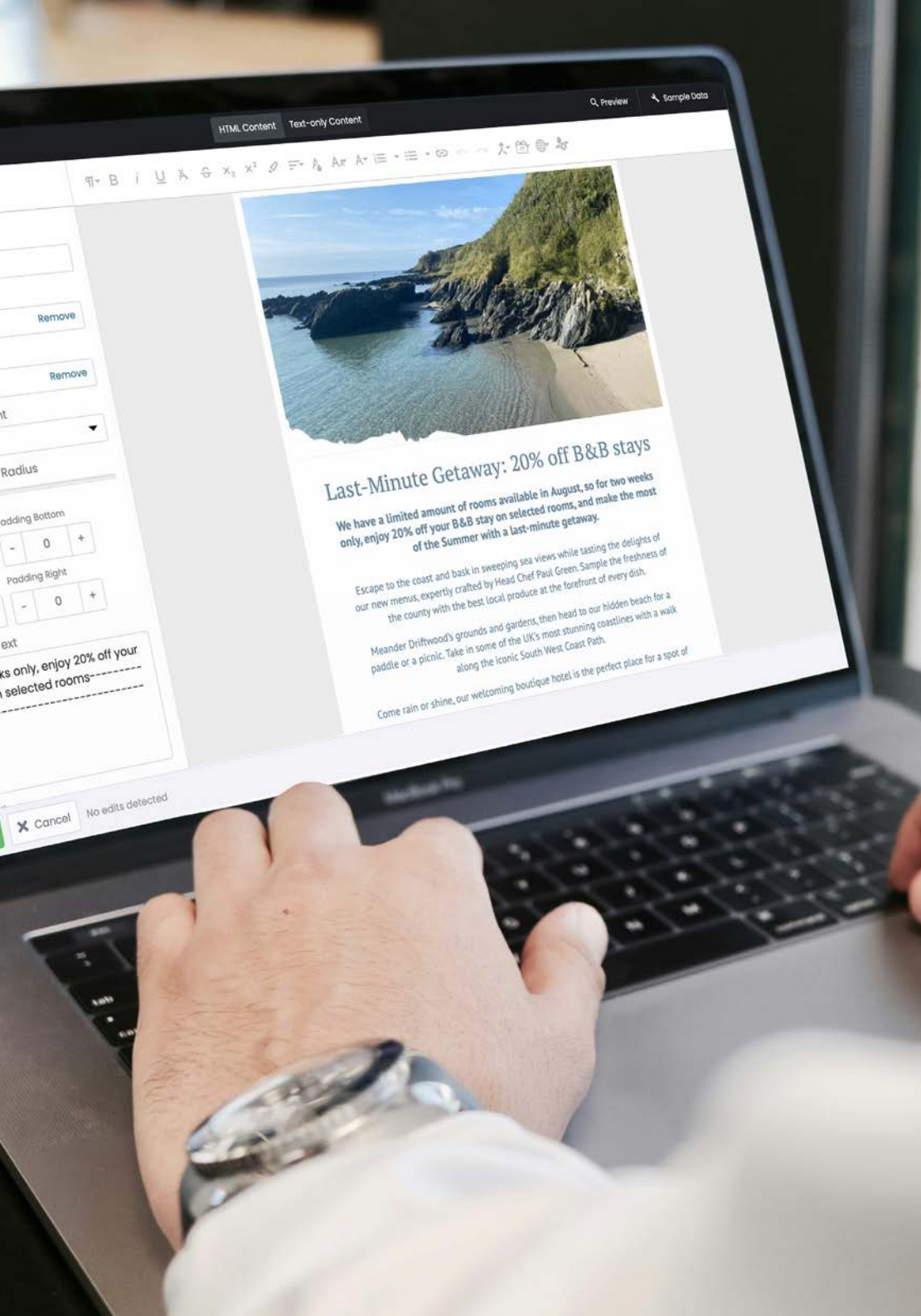
You need to understand who you can and can't communicate with. You are only allowed to send email marketing messages to people who have given you permission to do so.

Under 'legitimate interest' rules it's possible to keep in touch with guests who have stayed with you recently (this is for you to determine based on GDPR rules) as you can evidence that they are interested in your services. However, anyone else on your list must have actively opted in to receive marketing communications from you, and you must be able to evidence this at any time. For more information on legitimate interests visit [ICO.org.uk](https://ico.org.uk)

You must also ensure that every email you send has an unsubscribe link contained within it, so that recipients can

opt-out at any time. Good email marketing tools will have this built into templates as a standard feature. If you're moving tools, always remember to export and re-upload your unsubscribe list (or suppression list) so that you do not send to anyone who has actively asked you not to.

Regular reviews of your database, re-engagement campaigns and staying on top of spam laws will help ensure that your database stays brimming with active and engaged subscribers and help avoid your messages being marked as unsolicited.



SEVEN. FINDING THE BEST TOOL TO USE

There are lots of email marketing tools available, with varying capabilities and price tags. So, it's important to shop around to find the one that best suits the size of your database, your marketing activity and your budget.

Your monthly payment is based on the number of emails you send, training is included and if you need support our friendly UK-based team are just a phone call away.

We'd love to show you around. Get in touch to organise a demo today.

Email Marketing Brilliance is provided by Clockwork Marketing, and is approved by hospitality businesses across the UK to boost bookings. Build beautifully branded templates with the drag and drop editor, segment your data into easy-to-manage lists, grow your audience with bespoke forms, set up conversion-boosting automations and monitor your success with detailed reporting.

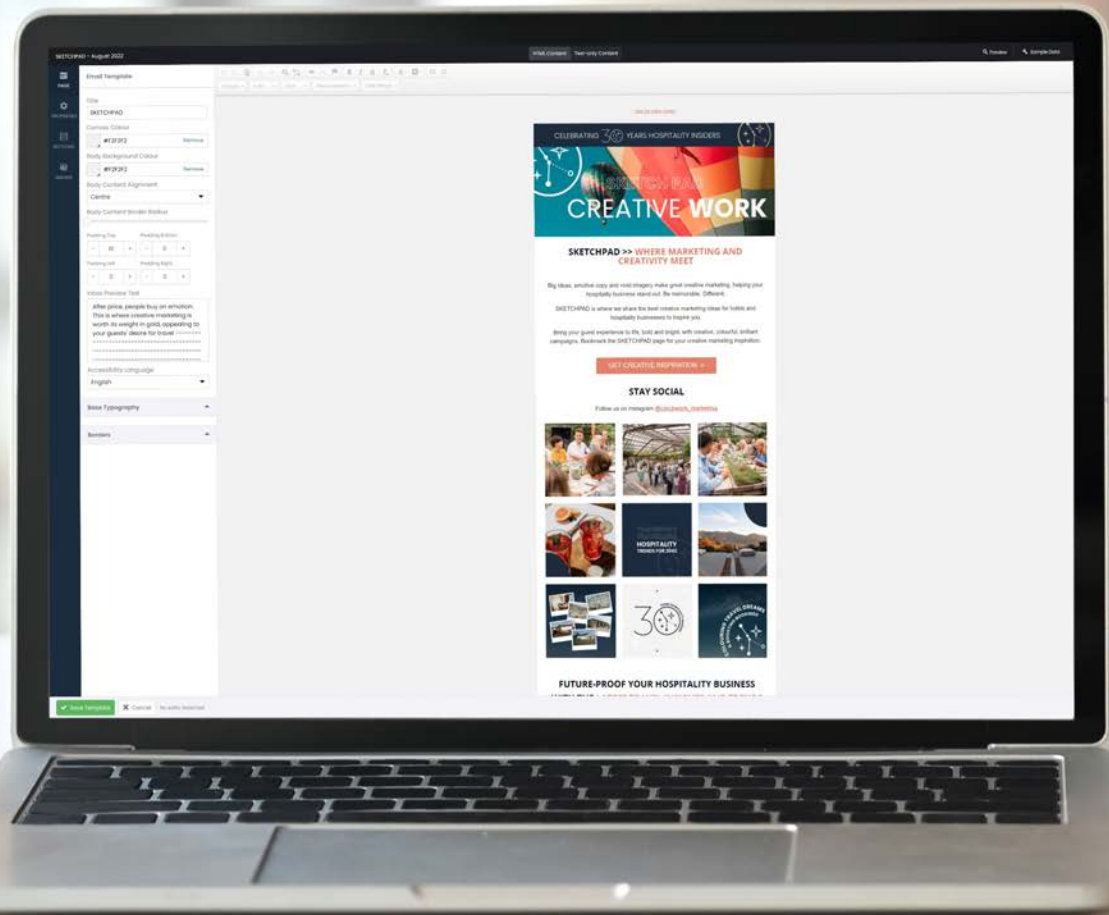
MAKE EMAIL MARKETING EASY WITH EMAIL BRILLIANCE

SEND BEAUTIFUL, ENGAGING EMAILS TO YOUR AUDIENCE TO DRIVE TRAFFIC AND BOOST BOOKINGS.

Our Email Brilliance tool is perfect for hospitality businesses who want to harness the power of their guest database. Design, send and track your campaigns with ease. Plus, our easy flows feature allows you to automate pre and post stay emails.

Budget-friendly, easy to use from any browser with great, UK-based support.

- Drag & Drop email builder
- Form creation
- Marketing automation
- Full tracking and reporting
- GDPR data storage



| | |
|-----------------------|-----------|
| 1,000 monthly emails | £50 +VAT |
| 5,000 monthly emails | £72 +VAT |
| 10,000 monthly emails | £115 +VAT |

Discounts available for AA, VisitEngland and HMA members

A close-up photograph of a woman's torso and hands. She is wearing a white, long-sleeved button-down shirt with the sleeves rolled up. She is holding a silver smartphone in her right hand, looking at the screen. On her left wrist, she wears a round watch with a white face and a brown leather strap. A brown leather belt with a large, ornate silver buckle is visible at the bottom of the frame. The background is dark and out of focus.

Let's talk

If you need help marketing your hotel to take advantage of emerging trends, we'd love to hear from you.

**Contact us on 01803 872999
or email: hello@clock-work.co.uk**

www.clock-work.co.uk