

HOW TO GET YOUR HOTEL'S EMAIL OPENED

As email marketing becomes tougher, there are best practices to keep in mind to maximize your audience response

avoid the spam folder

Filters assign a certain number of points per "spammy" phrase or tactic. These include excessive exclamation points, capital letters, and HTML image only emails.

There are many spam keywords and tactics used, but they all have different points. Many capital letters, for instance, only garners .579 pts while "make \$5,000 a week" earns 4.667 pts. Generally, try to stay under 5 pts. You can find out if you are using any "spammy" phrases by conducting a Google search for spam trigger words.



spam filters learn

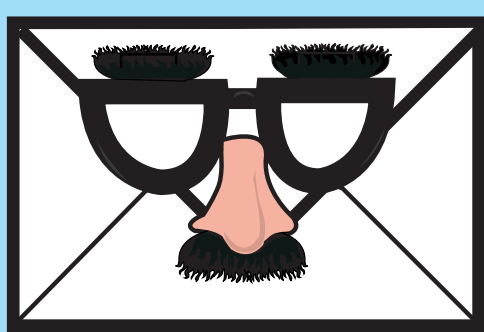
Spam filters are constantly learning and evolving. Every time someone hits the "This is Spam" button, their filter changes. Filters can even learn from one another online.



69% of email users regularly use the spam button, and on average 10-20% of emails in a campaign are lost to the spam folder.

tell, don't sell

When charged with the task of creating an interesting, compelling subject line, many hotel marketers get lured into creating deceptive or mysterious subjects.



Lines like "This Room Special Is Too Good To Be True!" actually have lower open rates than their more descriptive counterparts because of their distrustful appearance.

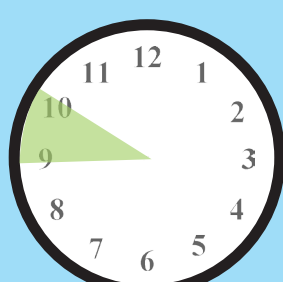
Instead, try a more straight forward approach: "Marriott's Summer Fun Special Gives You 6 Ways to Save"

remember these tips:

- 1. Identify Yourself**
Make it obvious who is sending the email. Mention your brand.
- 2. Explain the Content Inside**
Be specific. Let the reader know what to expect when they open your email.
- 3. Let the Content Do the Selling**
Rely on what's inside your email to make the conversions. Not the subject line.
- 4. Use Timely Topics**
What's on people's minds recently. Is it the upcoming summer? Is it a large event coming to town?
- 5. Call to Action**
Readers respond well when you ask them to take the next step. What would you like them to do?
- 6. Test It**
A/B testing. Find out what works best with your audience.

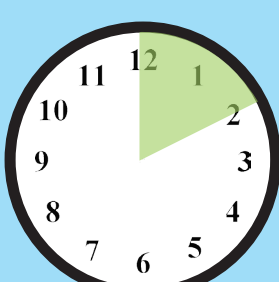
timing

Now that you have created the perfect subject line, when will you send it? The email marketing company, Pure360, has discovered trends on the best time to reach your audience.



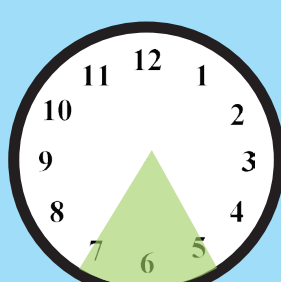
9-10 AM

Morning Mail
Your audience just got to work and is sifting through their unopened emails.



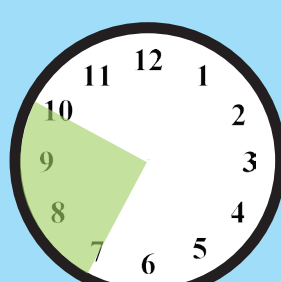
12-2 PM

Lunchtime
This is a better time for news than marketing. Let the consumer know what's going on at your hotel.



5-7 PM

Working Late
This period sees a dramatic rise in vacation promotions!



7-10 PM

Late Night
This is the last time to reach your audience, and it typically does well for consumer products.

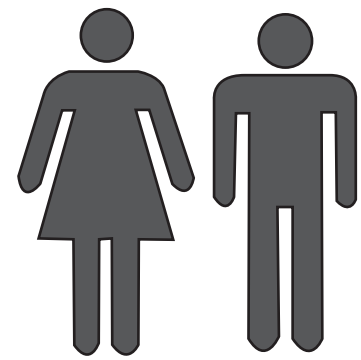
Email timing is different for every company. Depending on who your audience is, where they are, and what you provide them, different times of day will perform better. Run A/B testing to discover what time works best for your audience.

No matter when you choose to send your emails, make sure that you keep it consistent. Schedule all emails for the same time of day so your audience will learn to expect it.

segmentation

Who is the appropriate audience for this email's specific content? Instead of sending out one big email blast, create many groups based on different demographics and select a target audience to send this email to.

segmenting examples



GENDER

Different promotions are often targeted at one gender. For example, a 'Girl's Night Out' package would be better targeted at just your female subscribers.



LOCATION

Resident rates are only meaningful to those that live in the state.



INTERESTS

Spring break packages could be targeted at college students interested in college kid activities.

CONCLUSION

27.7%
travel industry open rate

Email marketing is a tough game, but a great way to reach your audience. Even with all the right strategies in place, an average of only 27.7% of campaign emails are opened in the Travel Industry. So do what you can, and good luck with your campaign!