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# REBOUND *in* 2021



THROUGH TOURISM  
MARKETING

VIRTUAL WORKSHOP

DIY TOURISM

# Welcome



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# EMAIL MARKETING BEST PRACTICES FOR BUILDING ENGAGEMENT AND DRIVING CONVERSIONS



According to [Litmus](#), email marketing still has the highest ROI of all digital marketing.



## Return on Investment

Email marketing has an average

**ROI of \$42**

for every \$1 spent.

Source: Litmus, *The ROI of Email Marketing*

Litmus also reports email regularly offers better value per dollar spent than even search and paid ads:

### Conversion Rates:

- Email: 4.16%
- Search: 2.64%
- Social: 0.48%

### Return on Investment:

- Email: \$40 for every \$1 spent
- Keyword Ads: \$17 for every \$1 spent
- Banner Ads: \$2 for every \$1 spent

According to [THE RADICATI GROUP](#), over 306 billion emails will be sent this year.

Daily Email Traffic	2020	2021	2022	2023	2024
<b>Total Worldwide Emails Sent/Received Per Day (B)</b>	<b>306.4</b>	<b>319.6</b>	<b>333.2</b>	<b>347.3</b>	<b>361.6</b>
<i>% Growth</i>	<i>4.4%</i>	<i>4.3%</i>	<i>4.3%</i>	<i>4.2%</i>	<i>4.1%</i>

**Table 1: Worldwide Daily Email Traffic (B), 2020–2024**

eMarketer reports emails are valuable for almost every industry.



## Email Grows Your Business

**80%**

of professionals say email marketing drives customer acquisition and retention.

Source: WBR Digital and emarsys, "Adapting to the pace of omnichannel commerce"

## Email Marketing vs. Social Media Statistics

	Email	Social Media
Total users	3.8 billion	3.4 billion
Preferred channel for promos	60%	20%
Conversion Rate	6.05%	1.9%
Open/Click-Through/Engagement Rate	22.86% OR 3.71% CTR	0.58% ER
ROI	4400%	🙄

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## How Consumers Want to Receive Promotional Messages

Email

60%

Consumers sign up for email promotions from brands much more often than for social media.



Social Media

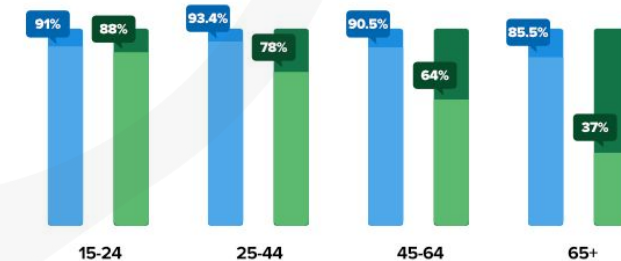
20%

While social media still falls short of email in this area, it has still seen an increase over the past few years.



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## Email vs. Social Media, Usage By Age



Email  
Social Media

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# Email Marketing Best Practices

# Test Your Forms

Are they...  
pop ups?

- in the footer or sidebar?
- on the main pages?
- in a feature box?
- integrated into social media?

**Testing is key.**  
Try different  
placements and  
see what  
produces the  
highest # of  
subscriptions.

# Free Content

1. Downloads - ebooks, guides, templates, itineraries, maps, coupons, workbooks, case studies, etc.
2. Audio and video - password protected, download link shared in automated email, educational/informational.
3. Interactive, virtual events - webinars, classes, coaching sessions, brainstorming, networking events, etc.

**Create a Resource page with multiple options.**

# Content Hubs

Content hubs...

- Build SEO authority
- Improve usability
- Increase engagement
- Feature your free content
- Generate subscriptions

**Examples:**

[Airbnb](#)

[Patagonia](#)

[Unilever](#)

[Casper](#)

[Four Seasons](#)

[Magazine](#)

# Mobile Friendly Emails

According to  
Constant Contact,

60% of emails are  
opened on a mobile  
device

- Test your emails on all devices.
- Keep layouts and designs simple.
- Clickable CTAs should lead people to fast loading pages.

# Avoid Spam Trigger Words

Subject lines especially need to be clear of spam triggering verbiage.

Test subject lines over time.

Consider using emojis, if its brand appropriate.

## Examples

- Click Here
- Get Started Now
- Act Now
- Buy
- Exclusive Deal

# Contests and Giveaways

Make the email sign up required.

- Put together a valuable package, something people want.
- Provide clear rules and instructions.
- Make sign up available on all devices.
- Collaborate with partners.
- Promote on a variety of channels.

# Segment and Personalize

The more relevant you are the more conversions you'll generate.

- Include people's names (personalize the from field).
- Allow people to self segment, i.e. custom forms, custom unsubscribe alternatives, tracking codes.
- Create different content for different segments - align with why they signed up.

# Automations

Create content flows that promote engagement.

- Welcome emails
- Ecommerce activity emails, like abandon cart emails
- Drip campaigns or automated sequences

## TYPES OF DRIP CAMPAIGNS



### TOP-OF-MIND DRIPS

Top-of-Mind drips help keep your leads engaged with your company throughout the sales process.



### EDUCATIONAL DRIPS

Educational drips provide relevant product information to prospects to prepare them for purchase.



### RE-ENGAGEMENT DRIPS

Re-engagement drips are designed to win back the interest of your colder leads.



### COMPETITIVE DRIPS

Competitive drips target your competitor's customers with the benefits of switching to your product.



### PROMOTIONAL DRIPS

Promotional drips entice prospects with limited-run promotions and special pricing offers.

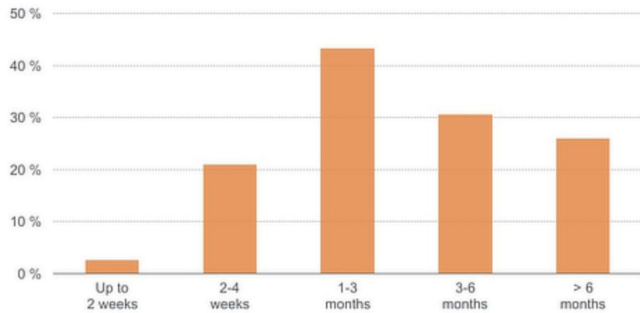


### TRAINING DRIPS

Training drips can be used for new clients or internally use to move readers through a training program.

# Email for Tourism & Travel

Typically, how far in advance do you begin planning personal travel such as a vacation?



hello@litmus.com | @litmusapp

## Benefits of Email Marketing for Travel Companies

Email marketing has a lot to offer the travel industry, and travel industry professionals know it. According to [Mailchimp](#), travel email marketing has a 20.69% open rate.

That's no doubt why [84% of brands](#) use email marketing to help them retain customers.

With people starting to plan their trips 84 days ahead, according to [Litmus](#), email marketing helps woo customers while they're making their minds up, and can even make people who weren't planning a trip decide to buy. That's a nice boost to the bottom line.

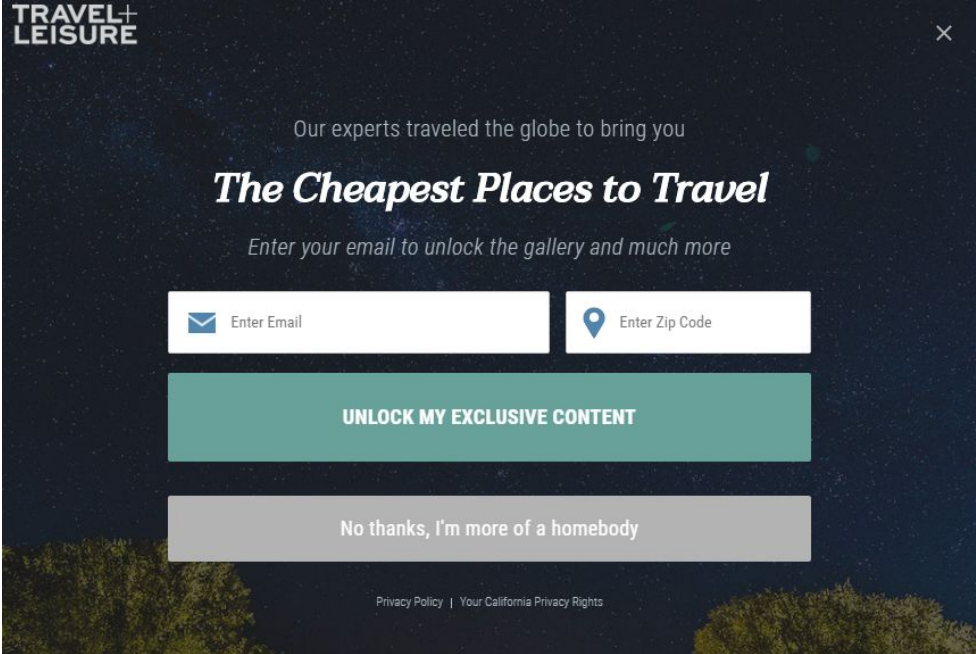
# Compelling Signups

## EXAMPLES

[Koloa Landing Resort](#)

[TN Department of Tourism](#)

[Wheeling, WV](#)



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# Conclusions

## Free learning opportunities:

- ★ [Free Monthly Webinar](#): Our next Digital Drop-in is Wednesday Dec. 2, 2020
- ★ [Free Digital Marketing Toolkit](#)

## Online Courses

Find out more about the [Content Strategy Roadmap](#).