

Innovations in Direct Email Marketing

National Hotel Marketing Conference 2019

Will Howes



PAUL



THE ELEMENTS OF A SUCCESSFUL DIGITAL MARKETING STRATEGY



2018

Email was named the most effective marketing channel for customer retention by marketers

PERSONALISATION IS KEY

6 in 10

guests are willing to share data in the
interests of personalisation



Sources: MarketingSherpa, McKinsey & Company



Guest Data
Guest Personalisation
Guest Loyalty

Double

Average Booking Value

Twice

Likelihood of booking
next stay direct

Guest Data

How to get it, what to do with it...

THERE IS ENOUGH DATA IN YOUR PMS



KNOW YOUR GUESTS

REVINATE

DASHBOARD

CAMPAIGNS

GUESTS & SEGMENTS

REPORTS

UPSELLS

AVERTINE HOTEL GROUP

?

Paul Howes

1234 Saint Francis Blvd, Seattle, WA (US)

(123) 456 7890

c_brettel@gmail.com

VIP

EXPLICIT CONSENT

LIFETIME STAYS

5

LIFETIME NIGHTS

12 nights

LIFETIME SPEND

\$3,491

LAST STAY

97 days ago

PROFILE

STAYS

PREFERENCES

SURVEYS

ENGAGEMENT

PERSONAL

TITLE

FIRST NAME

LAST NAME

GENDER

LANGUAGE

PHONE

COMPANY

ADRESS 1

ADDRESS 2

CITY, STATE

ZIP / COUNTRY

COUNTRY

Mr

Paul

Howes

M

English

+31627220580

Revinate

205

Herengracht

Amsterdam

STATUS

EMAIL

SUBSCRIPTION STATUS

VIP STATUS

MEMBERSHIP

BADGE(S)

paul.howes@revinate.com

EXPLICIT CONSENT

VIP

-

Spa Lover

High floors

CONTACT LISTS

Guest USA

Contact Database

NOTES (2)

5/12/2016 11:20:50 AM (Avertine San Francisco)

Light Sleeper - needs higher floors.

2/27/2015 7:10:20 PM (Palpatine Mexico)

Prefers softer pillows, extra blankets and towels.

LOYALTY

FIRST STAY W/ GROUP

LIFETIME VALID STAYS

LIFETIME CANCELLED STAYS

LIFETIME VALID NIGHTS

LIFETIME SPEND

Sep 2011

5

1

12

\$3,491

NEXT STAY

CHECK IN

CHECK OUT

OF NIGHTS

CONFIRMATION CODE

PROPERTY

ROOM TYPE

RATE

CHANNEL

UPSELLS

Dec 5, 2018

Dec 9, 2018

4

10938ABN

Avertine San Francisco

STQN

\$192 /night (PG)

SABRE (SAB)

Early Check In

OTHER (3)

HAS KIDS

PETS

ANNIVERSARY

2

1 (Lrg)

Oct 15

Guest Personalisation

Make the most out of every guest

FIRST-TIME GUEST JOURNEY



Confirmation



Pre-Arrival



Win-Back

View in Browser

AVERTINE

Your reservation is confirmed!


Dear Sarah!

Thank you for choosing our hotel for your upcoming stay in San Francisco.


As a first time guest, we'd love for you to try our services and offer you **20% OFF** our Spa and Restaurants at Avertine San Francisco.

TELL US WHAT YOU LIKE

Arrival Date February 14, 2019	Departure Date February 15, 2019
# of Adults 2	# of Children 0
Price / Night \$360.00	Type of Room Queen
Total Cost \$360.00	Confirmation Number 201901052376-460-Jipo




Need a lift from the Airport?
A great place to promote certain specials, events, upsells to enhance your guest's experience.



Try our Gastrigue Restaurant
A great place to promote certain specials, events, upsells to enhance your guest's experience.


AVERTINE



Your Upcoming Visit


Dear Sarah,

Thank you for choosing us. Your date of arrival is approaching and we thought the following items may be of interest to you! How does a relaxing in-room spa treatment sound? Or a fun weekend surf lesson? Any time prior to your arrival, please contact us to schedule appointments for any activities or amenities that will make your stay even more enjoyable.



Upgrade your stay to one of our luxurious Suites, with sweeping views of the Pacific Ocean. Find out more about the available options during your stay.

Upgrade Now




Add Breakfast to your Stay. Our famous breakfast buffet includes an expansive selection of gourmet items from smoked salmon to seasonal fruit to freshly-made waffles and omelettes. Please feel free to contact us in advance for any assistance with reservations.

Add Breakfast & More


AVERTINE

Sarah, come join us!




Thank you for your recent stay at our San Francisco property. We would love to welcome you to our Boston location. Check out these exclusive Independence Day offers for your visit to Boston.

Book Now



Pizza Crawl
Explore Boston pizza with this foodie adventure, a daytime bus guided pizza tour of significant neighborhood pizzerias.

LEARN MORE



Wine tasting
Best wine bars are around the corner. More details on the link below.

LEARN MORE



SECOND-TIME GUEST JOURNEY





Inspiration

On-Property



Post-Stay




FALL INTO SUITE SAVINGS


Save 20%
When You Book a Suite Stay

[BOOK NOW](#)

Book now through October 31st and for travel through November 24, 2018
Promo Code: SUITES
Valid for new reservations only.



SANTA MONICA



TOWER 8




**Late
Check-Out**

[REQUEST LATE CHECKOUT](#)


*Requests are based upon availability and should not be considered confirmed until you are notified by our reservations department.

Connect with us!

[f](#) [t](#) [in](#) [e](#) [@](#)



ABOUT | SPA | DINING | LOCAL ACTIVITIES




LOVED YOUR STAY? LET THE WORLD KNOW.

Seven, we'd love to hear all about your stay at Colony Palms Hotel. Please take a few minutes to write a review.

[TRIPADVISOR REVIEW](#)

[FACEBOOK REVIEW](#)

Any Challenges?
Contact General Manager Peggy Trevi directly (760) 966-3833 or peggy.trevi@colonypalmshotel.com



PRE-PAY AND STAY

Book early and save 15% off on your next stay!
At all times, when you book with us, you'll receive a great rate.

[BOOK NOW](#)

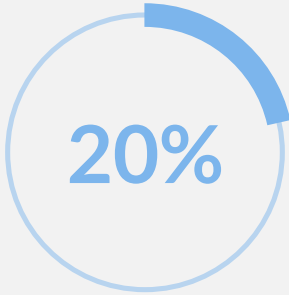
[f](#) [t](#) [in](#) [e](#) [@](#)

1733 N. Indian Canyon Drive, Palm Springs, CA 92262 | 760.966.3833
colonypalmshotel.com

Check us out from our marketing emails.



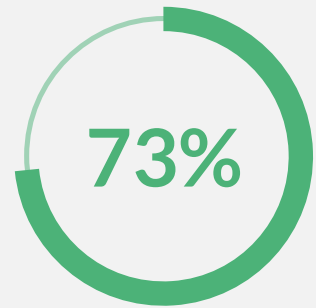
PERSONALISE FOR HIGHER ENGAGEMENT & REVENUE



Higher open rates



Higher click-thru rates



Higher revenue per recipient

PERSONALISED UPSELL AND UPGRADE OPTIONS

24% discount



Champagne and Strawberry Turndown

Toast to the end of a perfect Parisian day with Champagne and strawberries delivered to your room at turndown.

€75.00 /night
was €99.00

SELECT



Breakfast in Bed

We can't think of a better way to wake up to a Parisian morning than with Breakfast in Bed featuring an assortment of seasonal treats all made-in house, using the freshest, local ingredients available.

€45.00

SELECT

40% discount



Romantic dinner for 2

€120.00
was €200.00

SELECT



Late Check-Out

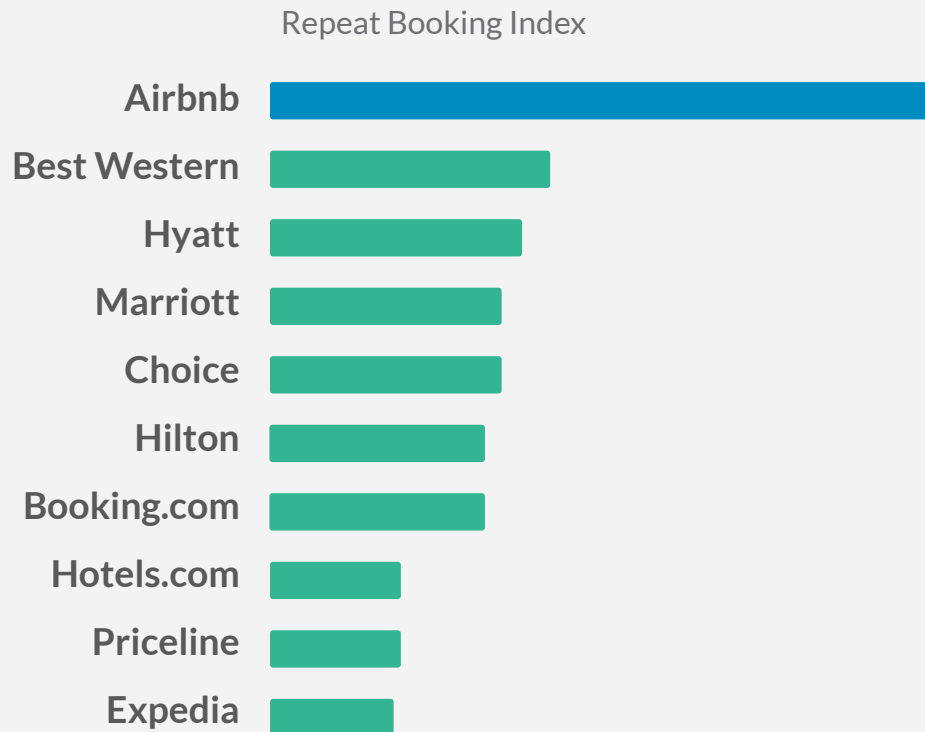
€25.00

SELECT

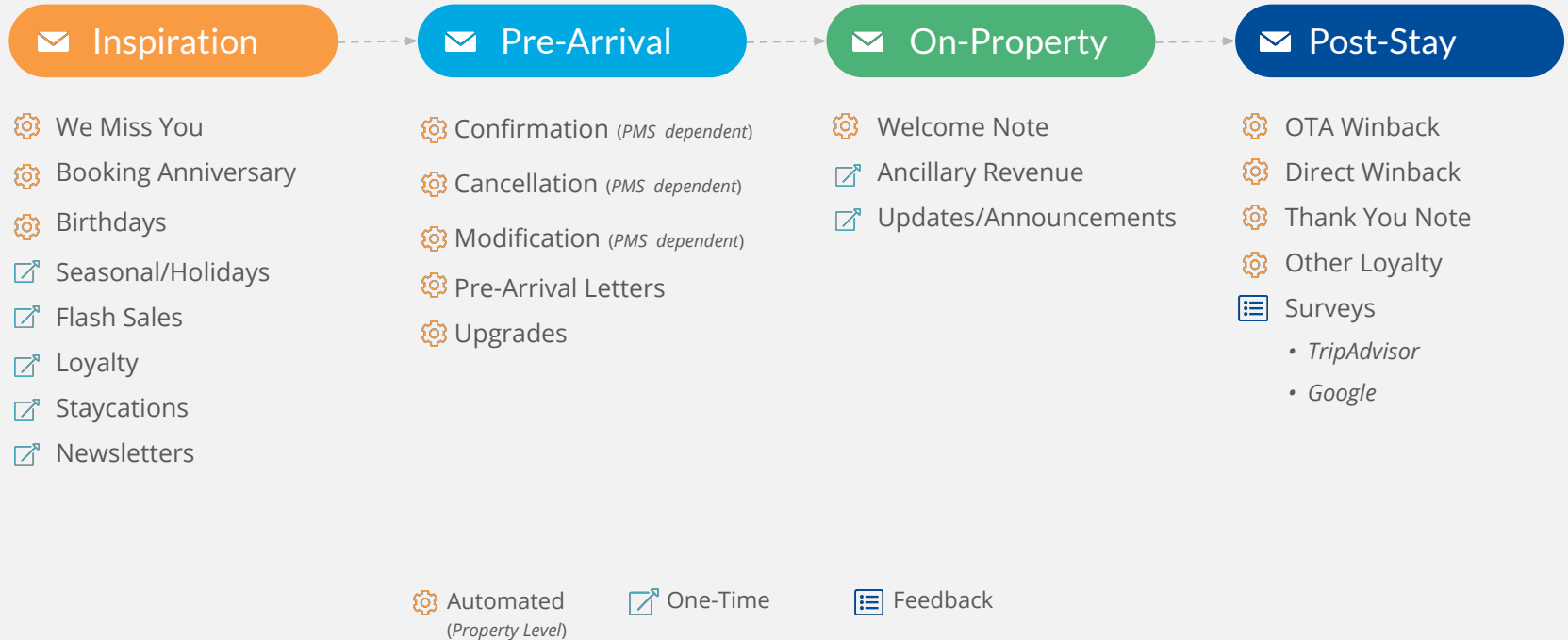
Guest Loyalty

Turn one time bookings into repeat, loyal guests

Personalised guest experience wins over points

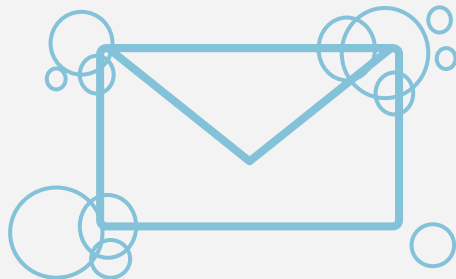


DRIVE REVENUE ACROSS THE ENTIRE GUEST JOURNEY



*“The future is **permission marketing** and the privilege of delivering anticipated, personal and relevant messages **to people who actually want to get them.**”*

Seth Godin | Author, Marketer, Entrepreneur and Blogger



Clean your lists regularly to maintain a good sender reputation

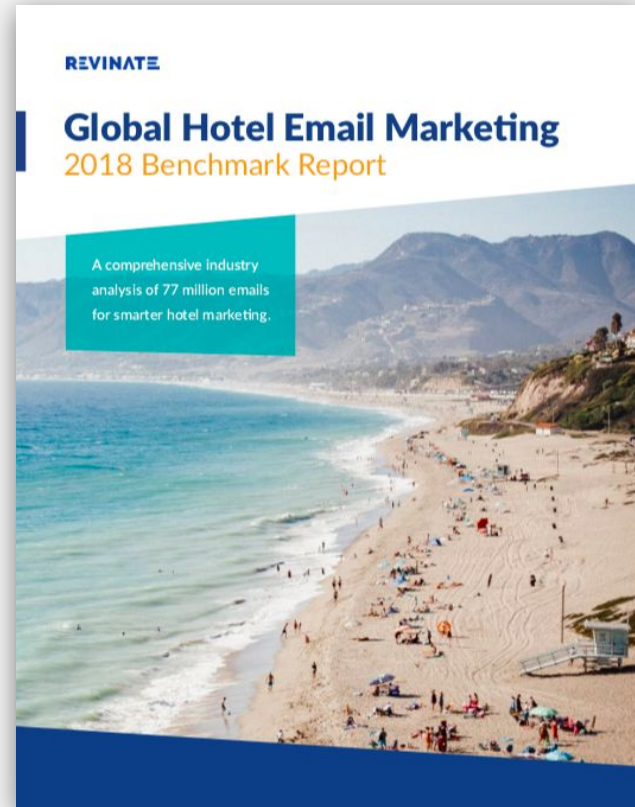
- Educate your team
- Clean your lists regularly
- Add email sign-up form to your site
- Email capture at outlets
- Never purchase contact lists

REVINATE'S EMAIL MARKETING GUIDE

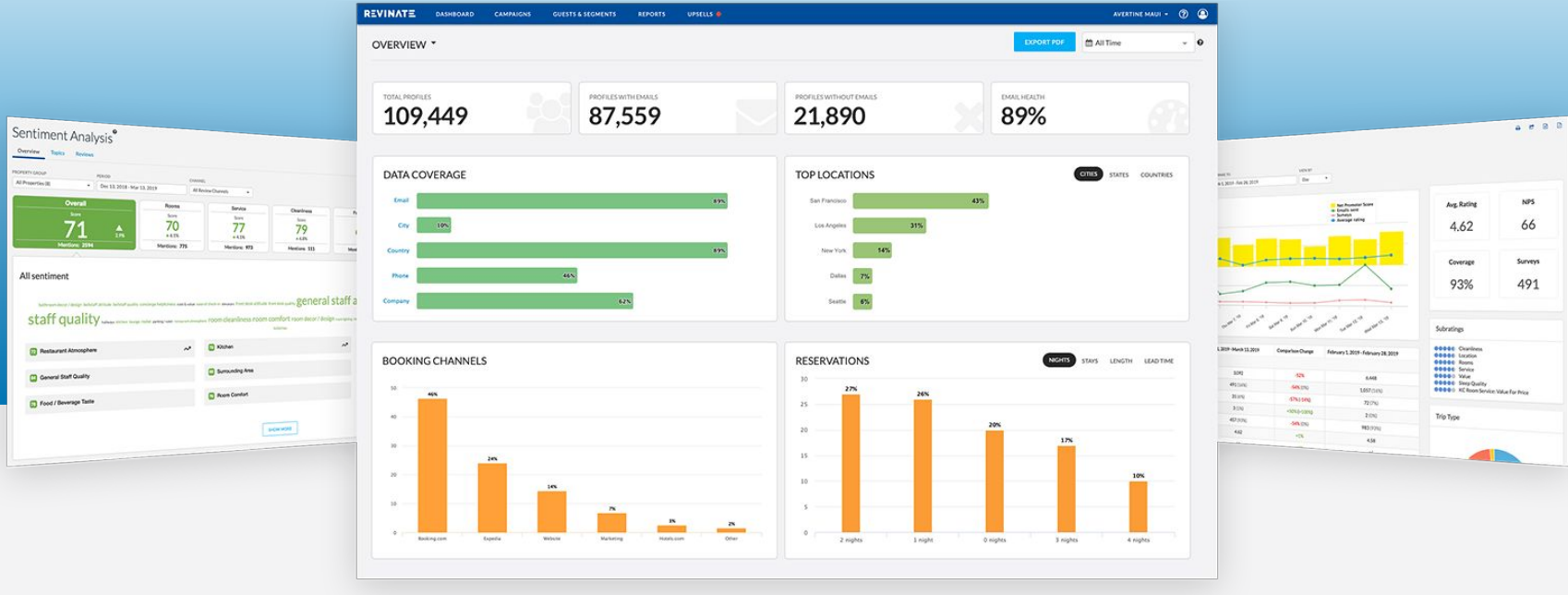


So what's in the report?

Analyses of more than 77 million emails sent from Revinate Marketing customers around the world !



The Guest Data Platform for Hoteliers



REPUTATION

Improve guest satisfaction
and increase revenue.

MARKETING

Connect with guests, add incremental revenue,
and personalize the guest experience.

SURVEYS

Increase online review volume & ranking.

Thank you!

National Hotel Marketing Conference 2019



will.howes@revinate.com

REVINATE