

EMAIL MARKETING TIPS FOR TRAVEL BUSINESSES

Ways to Build your List

- User Registrations on your Website
- Newsletter Sign-up form on your site
- Opt-ins through ebooks, webinars etc
- Blog sidebar
- Facebook Page
- Trade Shows

Kinds of email you should send

- Welcome Emails
- Newsletters
- Special Offers & News Updates
- Cross-promotions
- Emails to Recover Abandoned Bookings
- Remarketing to Inactive Subscribers

Ways to Optimize Performance

- Segment your list
- Use a personal 'from name'
- Keep subject lines under 70 characters
- Choose delivery day and time wisely
- Have short and clear Calls-to-Action (CTAs)