

THE ESSENTIALS OF EMAIL MARKETING FOR HOTELS



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1. GETTING STARTED

Before getting started it is vital to define your email marketing plan. This will determine the content of your newsletters, help to establish sending frequency, and bring you measurable results from your email marketing.

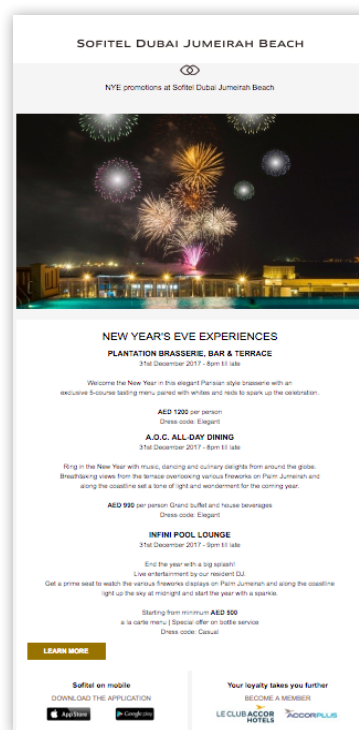
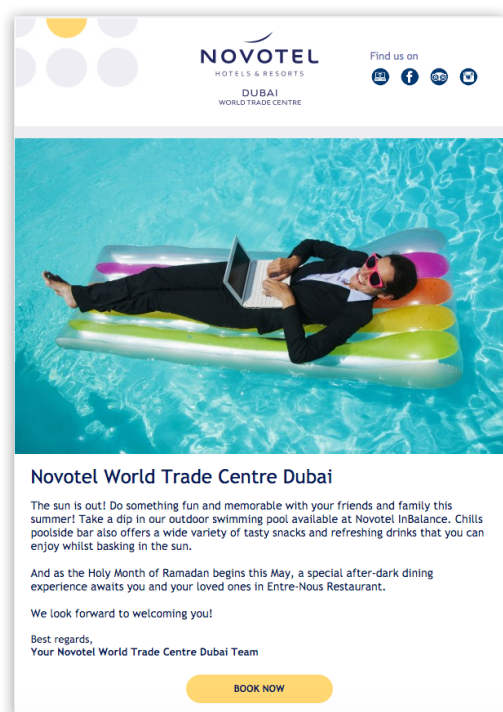
Define your audience:

- Who are you writing to?
- Do you have a distinct goal?
- How do you reach that goal?

Set your tone of voice:

- How would you speak to travelers?
- Do you need to stick to formal language?
- Can you use a more relaxed way of writing?

Compare two newsletters sent with LianaMailer:



- Relaxing image
- Informal language
- Cheerful vibes

- Official image
- Formal language
- Elegant colors

2. ORGANIZING MAILING LISTS

The information you keep about your guests is the basis for email marketing activities – the more information you have, the better you can personalize your emails.

First things first, you'll need to have their email addresses stored in your email marketing system.

How can hotels collect new emails?

Hotels can gather customer data from bookings. However, due to the GDPR, it is important to ensure you get your guests' permission to send newsletters and offers by email.

Other ways to grow subscriber list for hotels:



Add a signup pop-up on your website



Offer downloadable content



Provide free Wi-Fi in exchange for email

The probability of the newsletter signups increases by offering discounts.

NOVOTEL
HOTELS & RESORTS

20% DISCOUNT FOR YOU

Get your voucher now !

Email Address

GET IT NOW

Terms & Conditions applies

Example of a subscription form on the Novotel website.

What type of mailing lists can hotels create?

Mailing lists define the recipient groups of newsletters. Hotels can create a vast variety of mailing lists to make their newsletters more personal to a guest:



People who have made a booking



VIP clients



Newsletter subscribers



Event registrations



Loyal guests



Bloggers



Guests interested in certain destinations



Corporate clients

With dynamic lists, you can create a list tailored to specific criteria. Simply create a new list, select the criteria and if a guest matches that criteria, they will be automatically added to the dynamic list.

This is convenient if you have a massive list of guests that filled out a form on a landing page with many extra fields, such as loyalty card number, preferential code, and others.

3. COMPOSING A NEWSLETTER

Now that you have set up an email marketing plan and collected a sufficient database of emails it is time to decide upon the type of the newsletters you want to send. As the human attention spans are getting shorter, your email should be enticing enough to open, read and complete an action.

Here you can find possible examples and the important components of a hotel newsletter.



General information

- A welcome message from the owners and staff
- Logos of awards and acclaim recently won
- Top hotel statistics



Types of rooms

- Luxury rooms and suites
- Room upgrades
- In-room services such as dining, massage or entertainment



Destination attractions

- Top 10 tourist attractions in the area
- Local restaurants
- Festivals or events



Special deals and offers

- Discounts for loyal customers
- Last minute offers for unsold rooms
- Free gift upon arrival



Amenities and services

- Dining options and menus
- Business center equipment
- Sport facilities



Reasons to stay

- Romantic weekend
- Family, couple, or solo vacation
- Summer vacation

Important components of a hotel newsletter:

Subject Line

The subject line is one of the most important aspects of your entire email marketing campaign. 47% of email recipients open email solely based on the subject line (Invesp 2018). Our tips for the effective subject line:

- Make it appealing but not click-bait
- The subject line should reflect the content of your newsletter
- Keep it short: 50 characters is maximum on desktop and 35 on mobile
- Spice it up with an emoji, however, use them sparingly
- Do not overuse spammy words, such as “free” or “win”
- Personalize your subject lines



Test your subject lines by running an A/B testing campaign. You can test different aspects, for example, whether including a number in the subject line gets your guests to open emails.

Write message | Plaintext | Testing | Download PDF | Send preview | Preview | Browse history | Save

Subject: 24 Best Hotels For Your Next Trip to Dubai! +

Best Hotels in Dubai! -

Example of A/B testing in LianaMailer

Preheader

A preheader is the short summary text that follows the subject line. Here you can give more info about your email content using different words. It is recommended to use a maximum of 80 characters in the preheader text.

Images

An image helps the reader visualize your hotel and make your newsletter more engaging.

Important image tips:

- Use only high-quality images
- Shoot your own photos rather than using stock images
- Add links to images
- Keep the right image-to-text ratio to avoid spam traps

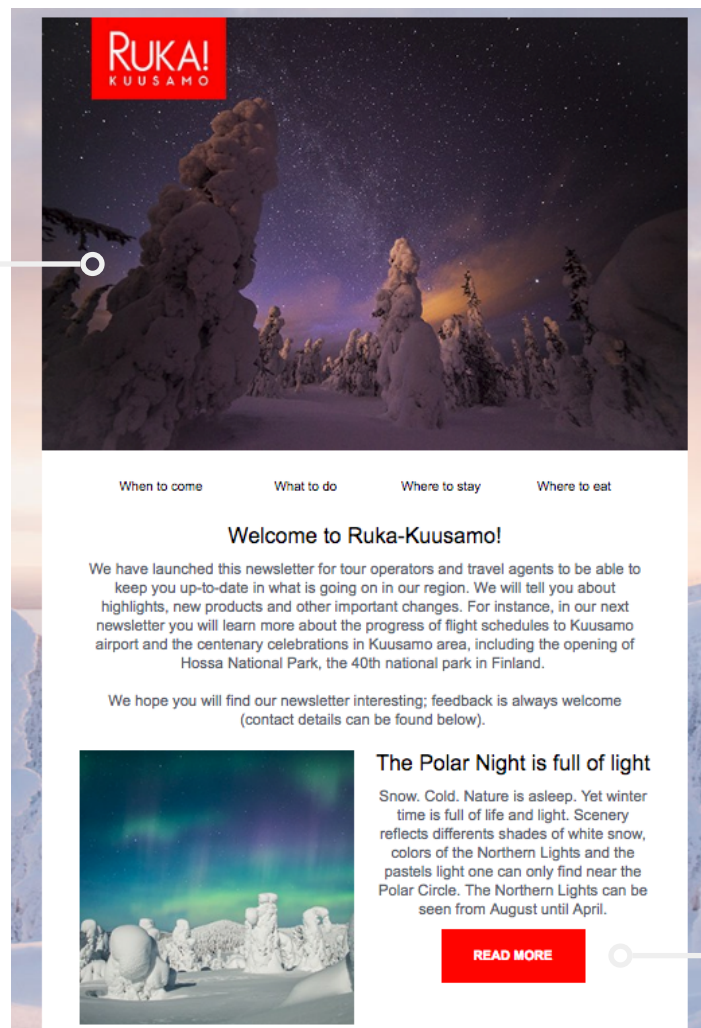
CTA (Call-to-Action)

Your CTA shapes the ultimate goal of a newsletter, such as booking a room.

Ways to improve your CTA copy:

- Have only one CTA
- Use verbs to drive action
- Keep it between two and five words
- Occasionally try animated CTA's

High-quality image

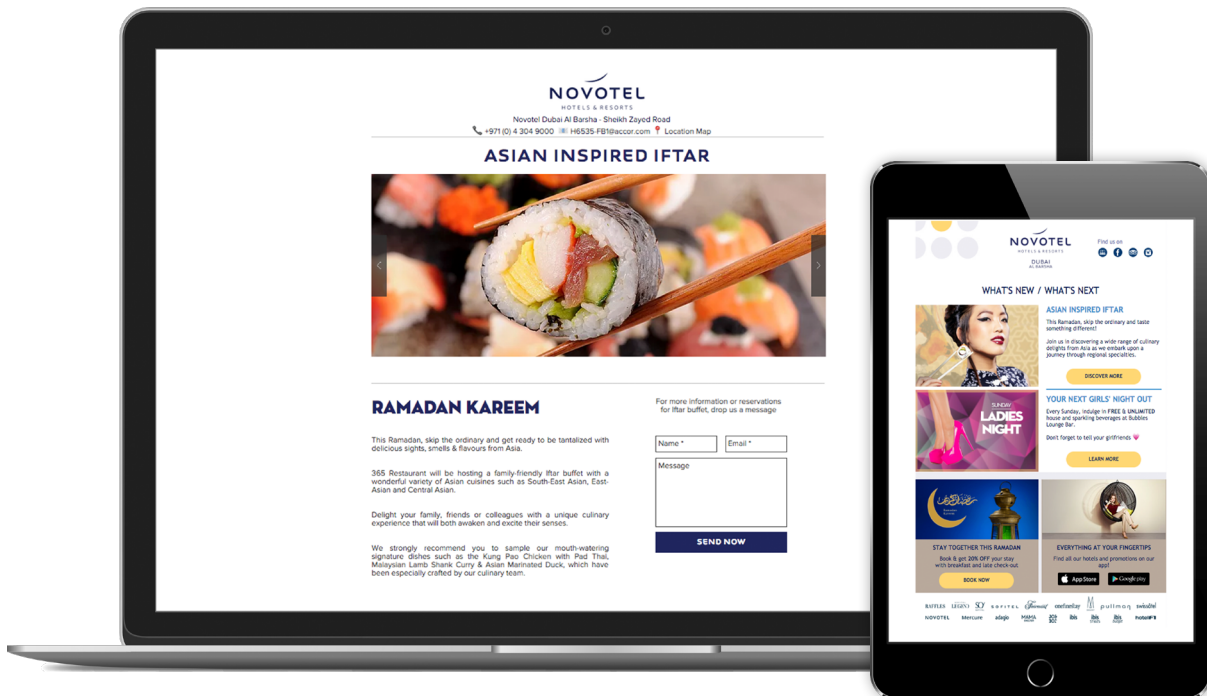


Effective CTA

Landing pages

Today, enriching your email marketing with landing pages is a must. As a rule, landing sites are dedicated to a specific promotion or package your offer. Therefore, it can increase your bookings significantly. Direct travelers to an effective landing page:

- Build your landing page to visually match your brand
- Make sure the content of your newsletter and landing page is consistent
- Track performance of the landing site and promo codes using UTM tags



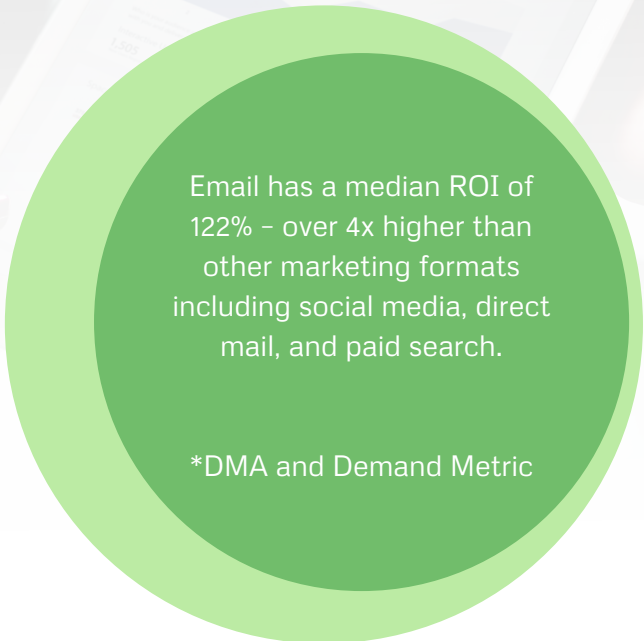
Example of a newsletter and a landing page made with LianaMailer

4. ANALYZING THE PERFORMANCE

The report data and their interpretation are a vital aspect of email marketing because they reveal information about the effectiveness of your newsletters and help to set a further direction for your digital marketing. It is recommended to track both individual emails as well as your overall monthly and yearly performance.

Top metrics of email success of hotels:

- Open Rate
- Click-Through Rate
- Unsubscribe Rate
- Bounces
- Bookings
- Return on investment (ROI)



Email has a median ROI of 122% – over 4x higher than other marketing formats including social media, direct mail, and paid search.

*DMA and Demand Metric

How can hotels improve the email marketing KPI's?



Give your hotel a face and represent it in your emails. It could be your Head of marketing or General Manager. People love interacting with other people.



Focus on urgency. People tend to open emails with last-minute or one-time offers more actively.



A good subject line is essential. Run A/B testing of different subject lines to see what best resonates with your audience.



Think mobile. Mobile represents 47% of all email opens (Litmus, Jan 2018). Optimize your email for both mobile and desktop users.

5. USING MARKETING AUTOMATION

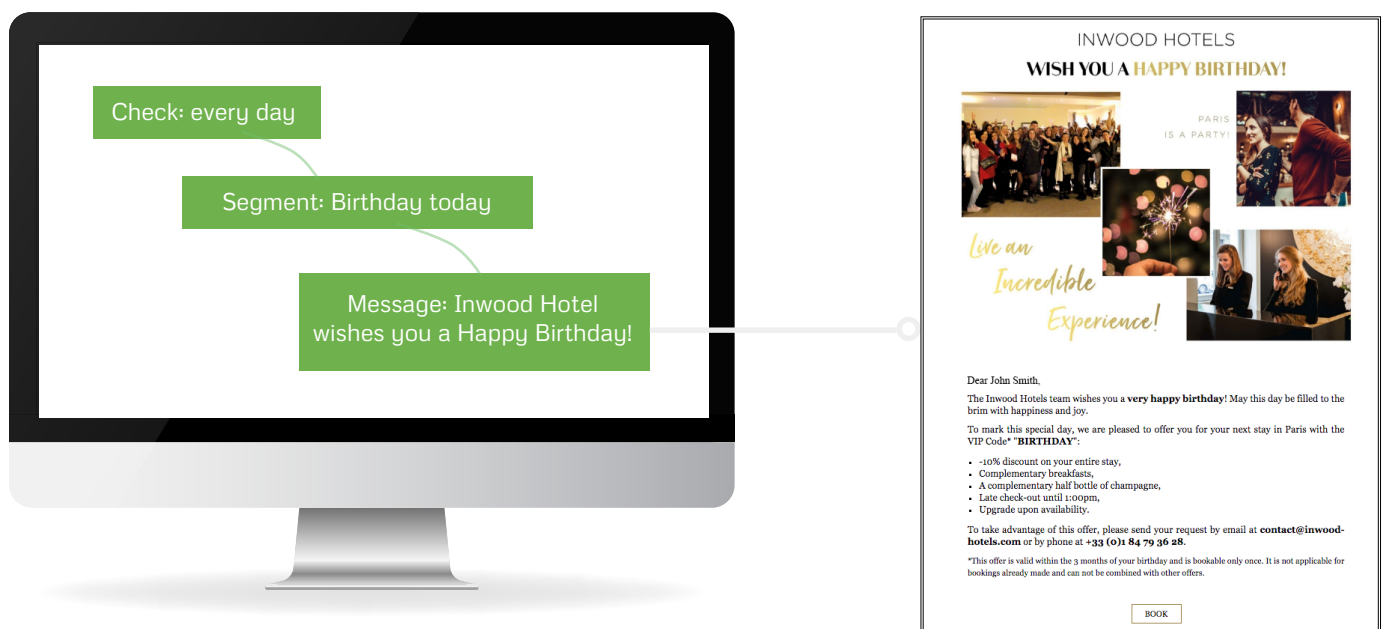
By integrating your email marketing platform to a marketing automation system, you can significantly improve online experience by delivering only highly relevant content. At the same time, you will save time for the essentials: creating new offers or writing new content.

Marketing automation technology combines customer data from different sources, such as websites, CRM or email marketing platform. Based on that, you can create customer segments and send highly targeted marketing messages to drive more bookings.

Examples of automated emails in the hospitality industry:

- ✓ “Thank you for your reservation – would you like to upgrade your room?”
- ✓ “Your holiday is getting closer! Here are a few tips about your destination.”
- ✓ “Thank you for visiting – book the next night with a 20 % discount!”

Learn more in our whitepaper – [Marketing Automation in a Nutshell](#).



Inwood Hotels uses LianaMailer and LianaCEM to send personalized birthday greetings to their guests.

ABOUT LIANA TECHNOLOGIES

Liana Technologies is an international digital marketing and communication software provider. We offer a wide variety of marketing and communication software, including the easy-to-use email marketing tool LianaMailer and the agile marketing automation system LianaCEM.

The company operates around the world in several European countries, the Middle East and Asia. Liana Technologies' marketing and communications solutions are being used by over 3500 companies including global hotel chains, such as AccorHotels and InterContinental.



[WATCH THE VIDEO](#)

AccorHotels uses Liana solutions in more than 30 hotels in the Middle East and Africa. In this video, Cyrene EL KLIFI, Digital Marketing Executive at Novotel (a hotel brand within the AccorHotels group), shares her experience of using LianaMailer.

[BOOK A DEMO](#)