



E-mail Marketing

E-mail marketing is a cost effective way of keeping in touch with your existing client base. A regular contact with existing clients ensures that guests who stayed with you will remember your property and often results in new referrals from existing clients. It is an excellent way of increasing customer loyalty.

What are the steps involved?

1. As a first step, we create a newsletter template that represents the look and feel of your establishments, is in line with your other marketing material, ie brochures and websites and is suitable to cover the topics of any future newsletters.
2. Secondly, we set-up your client data base, which we draw from your current booking system or client records (an excel file would be ideal).
3. Lastly, we edit your newsletter with your content, images, etc. and send it to your client base.

How can I monitor the response rate?

You will receive a username & password to be able to login to the send statistics for every newsletter. You will be able to see how many newsletters have been sent, how many have been received, how many recipients have opened your newsletter and how many have clicked on any of the links in your newsletter. Recipients will be able to forward your newsletter to a friend or add it to any of their social media channels such as facebook, etc. You will know exactly who has done what with your newsletter.

How often should I send a newsletter?

We recommend a minimum send of 3 – 4 newsletters per year, maximum 12 newsletters per year. Remember that the preparation takes some time and effort from your site as well and a good newsletter should be interesting, otherwise people will quickly unsubscribe.

Pricing

Set-up of the newsletter template:	R850 once-off
Editing of the newsletter:	R 399 per newsletter
Send credits (per e-mail sent):	R0.05 (R0.04 if you have more than 1000 addresses)

What are the benefits?

It all comes down to staying in touch with your existing client base and thus building a lasting relationship resulting in a high rate of repeat business and referrals, which is priceless.