



Email Marketing

For Vacation Rentals

Your Speaker



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Agenda



Email Marketing Leads and Previous Guests

53% of Customer Loyalty is forged during
the sales experience

A person wearing a red cap and a blue hoodie stands on the peak of a dark, jagged rock formation at night. A bright beam of light from a flashlight held by the person illuminates the scene, creating a strong contrast against the dark background. The overall mood is one of exploration and discovery.

The Guest Experience in the industry today?

- High Abandonment Rates in Direct Channels
- Slow response times
- A lot of “no’s”

A person wearing a red cap and a blue hoodie stands on a dark, rocky peak at night. A bright beam of light from a flashlight illuminates the person and the rock. The background is dark and hazy.

Email Marketing to nurture “denials”

- Gather info on potential future dates of stay
- Learn what they love about your brand and area
- Send tailored messages to guests that you turn down
- Automate responses to free up bandwidth of agents and marketers

Segmentation and Engagement

Importance of Segmentation

- 70% of travelers want more personalized travel offers
- 75% are willing to share personal data for savings & better experiences
- Hotel & Resort Loyalists have experienced vacation rentals for the first time – need to convert them



What's Coming Up

- Content
 - Hospitality Meme News Blog – Sept 10
 - Marketing Mexican Hotels (Spanish) – Eblast
 - CHTA Webinar – Sept 23
 - Direct Booking Strategies that Increase Revenue
- Conferences
 - TCHD – Sept 13-14
 - HSMAI ROC – Sept 28-30
 - VRMA International – Oct 4-6
 - IDEAS Conference – Oct 12-13
- Direct Mail
 - Budget season kit – Ships tomorrow!
 - Opening direct mail available



Shopping Cart Abandonment Emails

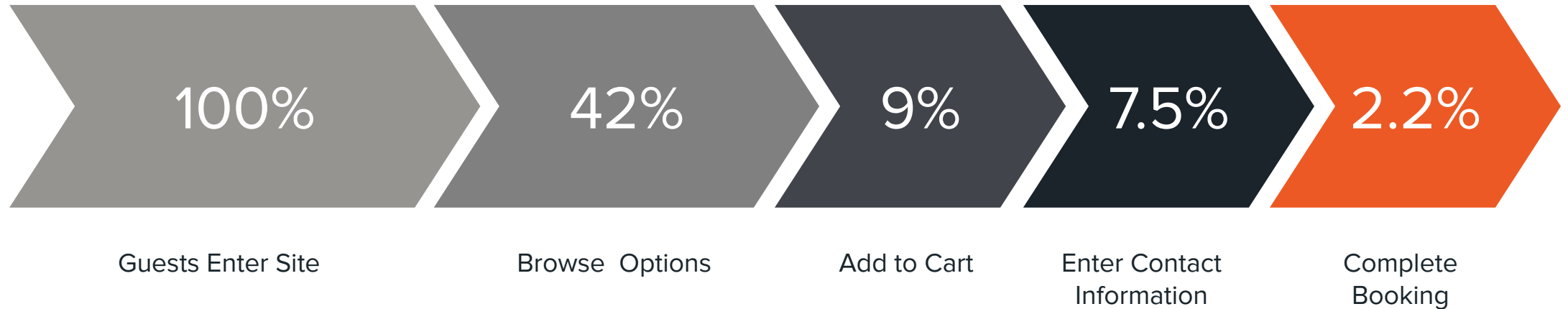
A person wearing a red cap and a blue hoodie stands on a dark, rocky peak at night. A bright beam of light from a flashlight illuminates the person and the rock. The background is dark and atmospheric.

The Problem

- Demand fluctuates, but people continue to dream of travel...
- Not capturing any information about potential future guests
- Wasting money to attract guests that bounce – 84%
- For \$100 of revenue you make, you're potentially losing \$400
- Missing a bigger, long-term opportunity to engage with potential guests

Source: 1.<https://www.salecycle.com/blog/stats/2019-travel-ecommerce-remarketing-report/>
2. <https://blog.recart.com/9-frightening-cart-abandonment-facts-can-learn/>

Only a Few Make it



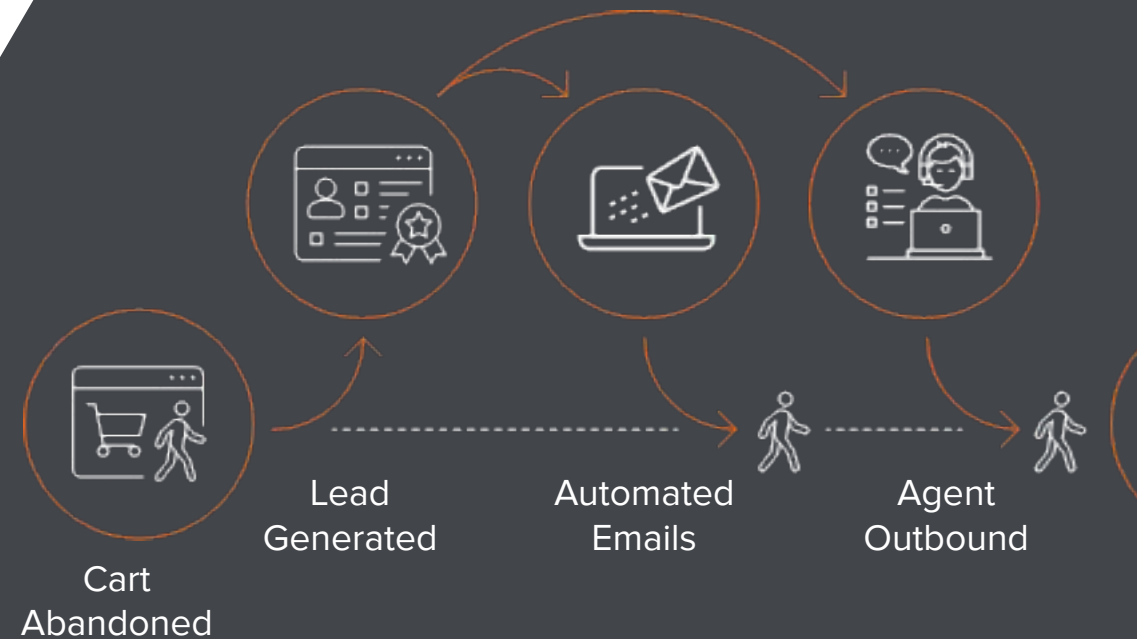
5.6% Booking Rate for top 20% of hotels & vacation rentals

Source

[:https://www.fastbooking.com/newsfeeds/the-real-talk-on-hotel-website-conversion-rates](https://www.fastbooking.com/newsfeeds/the-real-talk-on-hotel-website-conversion-rates)

The Solution

The first direct booking platform that generates actionable abandoned shopping cart leads for both your email automation platform and your reservations sales team at the same time.



Spectrum Resorts

Spectrum Resorts is the premier rental management company along the Alabama Gulf Coast, providing over 500 luxury rentals at both The Beach Club in Gulf Shores and Turquoise Place in Orange Beach, Alabama.

NAVIS helped Spectrum Resorts recover \$600K in incremental revenue with one email and no new staff – in only three months.

The Results

- \$613K – Recaptured revenue from SCA email campaigns
- 60%+ - Average open rate across campaign emails
- \$1,583 – Revenue per email sent
- 90%-95% - Occupancy rate despite travel market challenges



Holistic Approach

Leveraging Social Media & Reviews

83

- Of consumers place more trust in personal recommendations than marketing

%

5X

- More to acquire new guests
 - 40% of hoteliers & vacation rental owners indicate that regular direct guests are the most profitable

Leveraging Social Media and Reviews

Let your guests do the
talking

- Add guest quotes and testimonials to emails
- Include social links in email footers
- Utilize guest-generated content
- Influencer Marketing = 11x ROI compared to traditional marketing tactics (*according to TapInfluence*)



Revenue Attribution

Revenue Attribution

50

- Of CMO's still struggle to prove their impact on revenue.

%

Up to

70%

- If revenue of offline revenue goes unattributed to offline reservations in the vacation rental space in major markets such as OAX, Panhandle, & Aspen for example



Questions ?



thank you