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DAY 2...

Version 1.0

28 August 2012

Agenda – Day 2

Creating Engaging Content

E-Mail Marketing

Mobile

Day 1 – Exercise – Digital Marketing Strategy

a). Research – Research your local competitors. What are they doing better, what can you learn from them? What are they not doing well that you could take advantage of?

b). Objectives – Define your objectives in the short term / long term.

c). What improvements can you make to your website to improve conversion?

d). What content (text, pictures, video) are you going to improve/add on your website that will help visitors make a decision about doing business with you.

e). In the class we covered Core and Support channels. Outline what these are.

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Creating and Marketing Your Content

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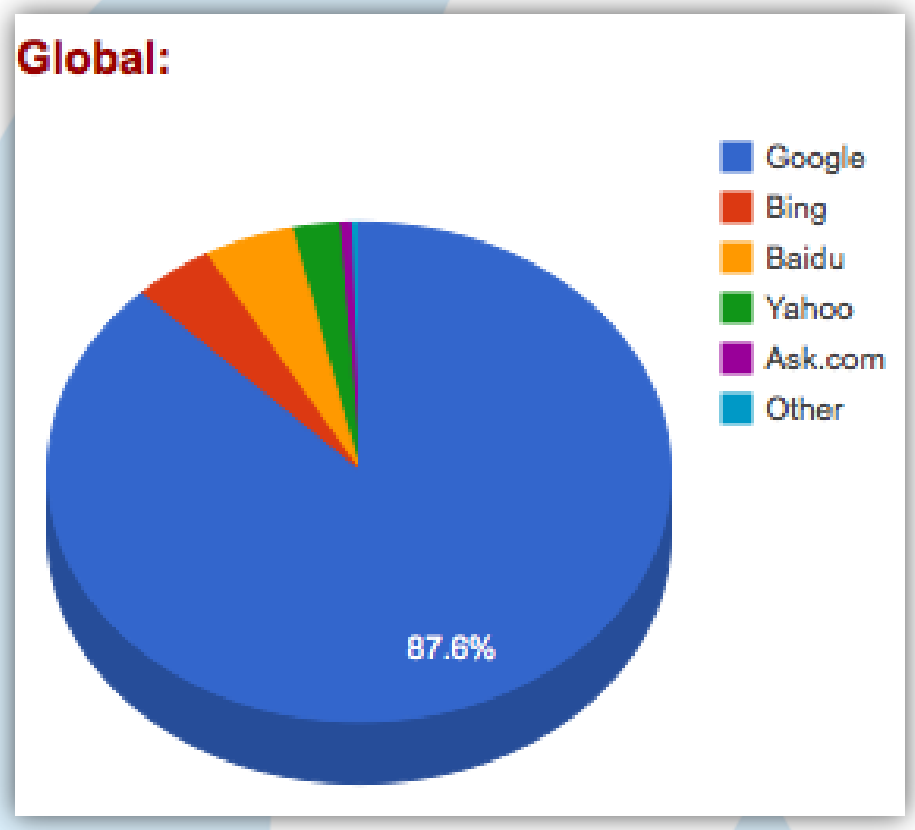
Search…

Searching the web is an important part to content discovery and Google plays a significant role in this…



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Google is penalising for bad content and rewarding good content…

- Search Plus your world
- Penguin
- Panda

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Social Media…

Social Media is also playing an increasing role so it's hard to ignore.

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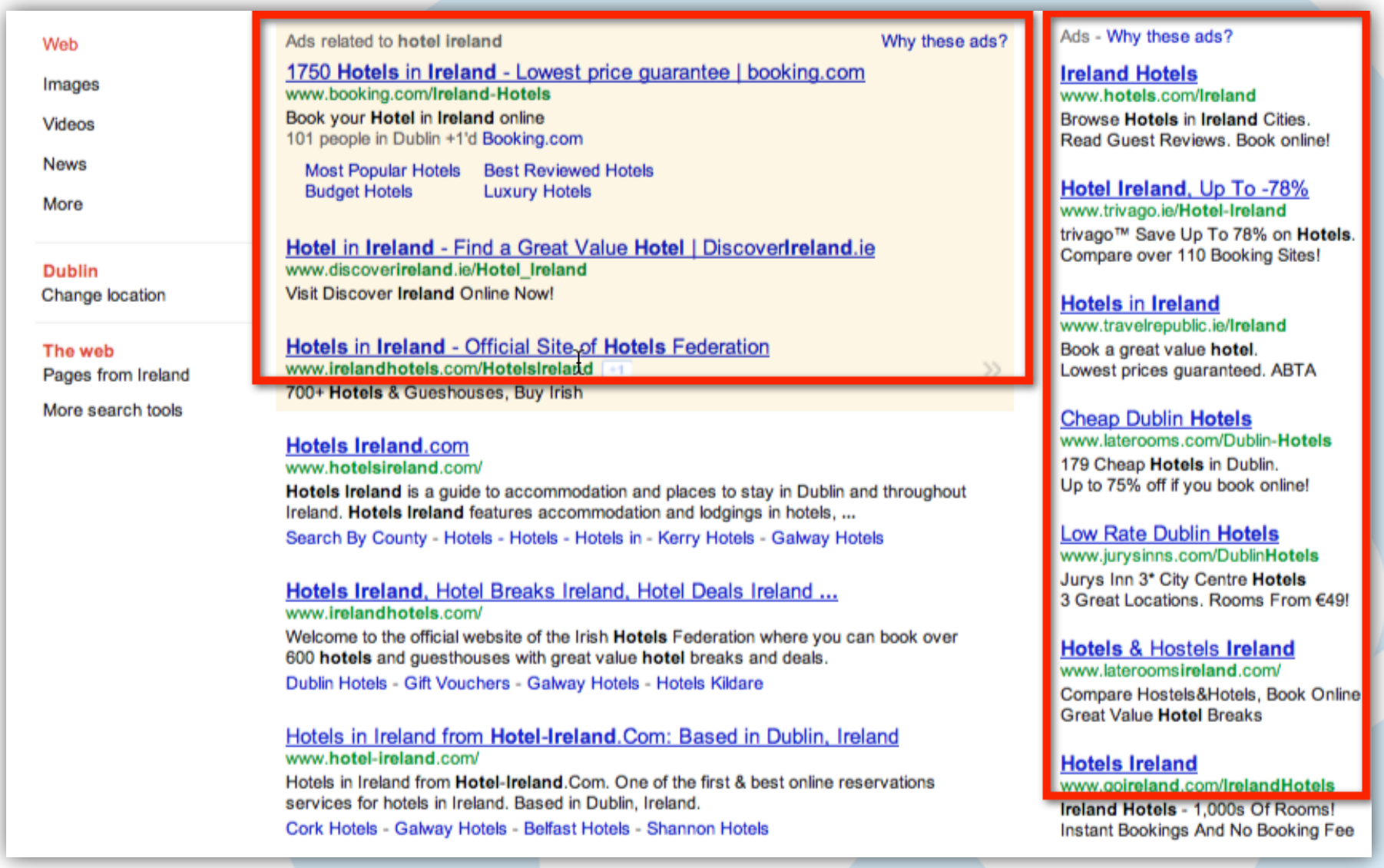
Advertising still has it's uses....



What's really happening…

- Businesses are becoming Publishers of content
- If you're not producing content you won't get much traffic without paying for it
- Content Variety is important, how do your customers want to consume content
  - Podcasts, Webinars, Blog Posts, Videos etc.

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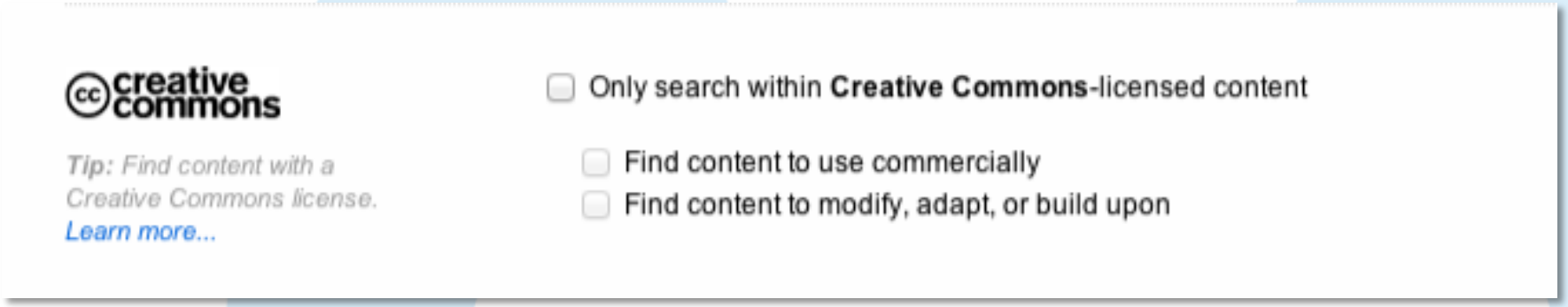
Copyright Issues

Summary…

- If you find an image or video on the web assume it's protected by Copyright.
- If you are taking pictures on your business premises make sure you have a sign up saying that pictures may be used for promotion.
- If you are taking pictures in a private place outside of your business then assume you don't have rights to display them unless you get written permission.
- If you are taking pictures in a public place use your judgement.

Creative Commons Licensing…

- Allows you to assign particular rights over to images e.g. Attribution rights means other people can use the images but they must link back to you.



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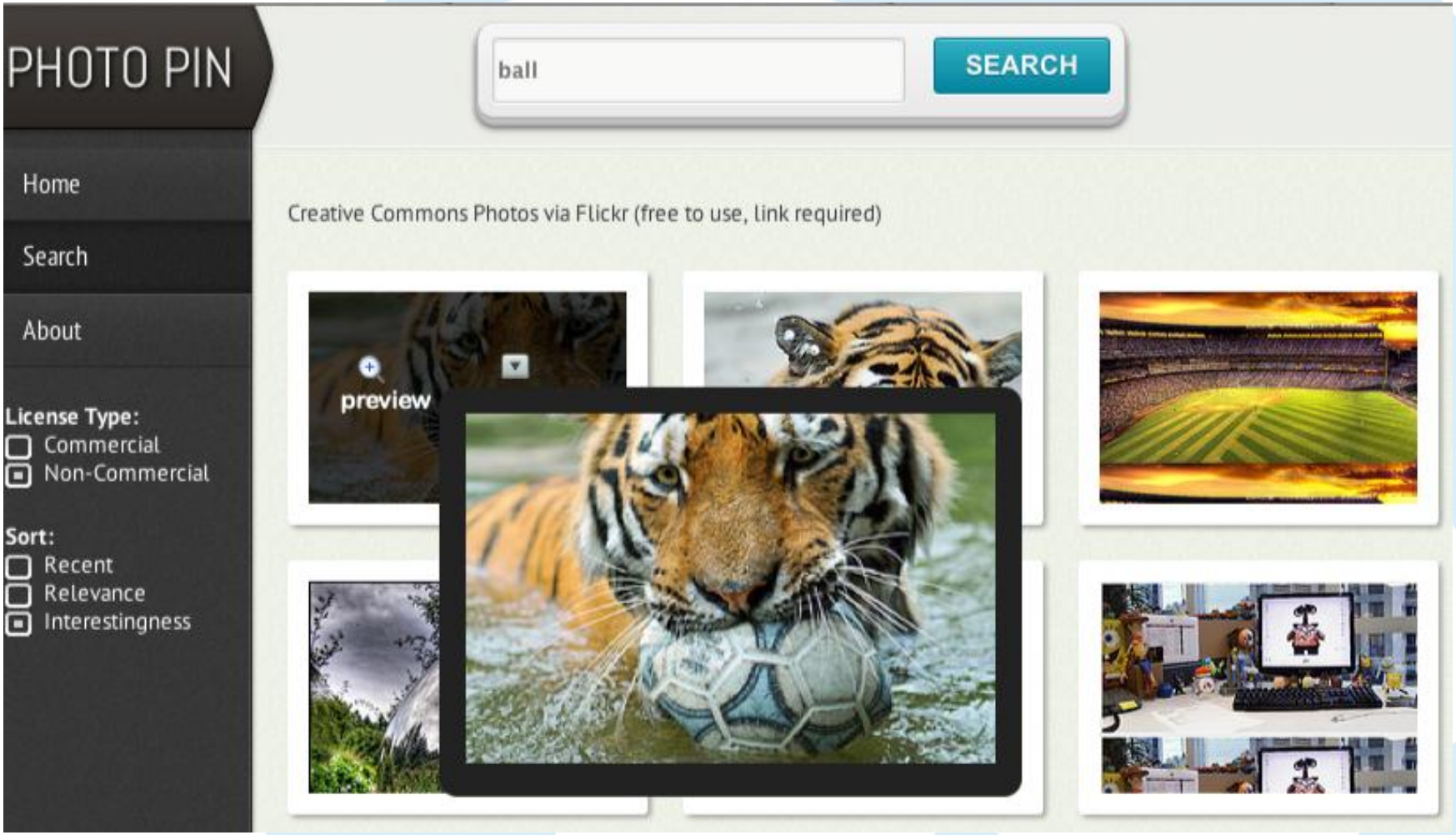
Photopin.com...Good for finding images



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CONTENT MARKETING..

Why Content Marketing?

- Google loves content and will send you traffic
- Good content shared and linked to helps get your name out there
- You need content to sell your services – picture, videos, content from your visitors etc
- Content for customer service – FAQ’s etc.

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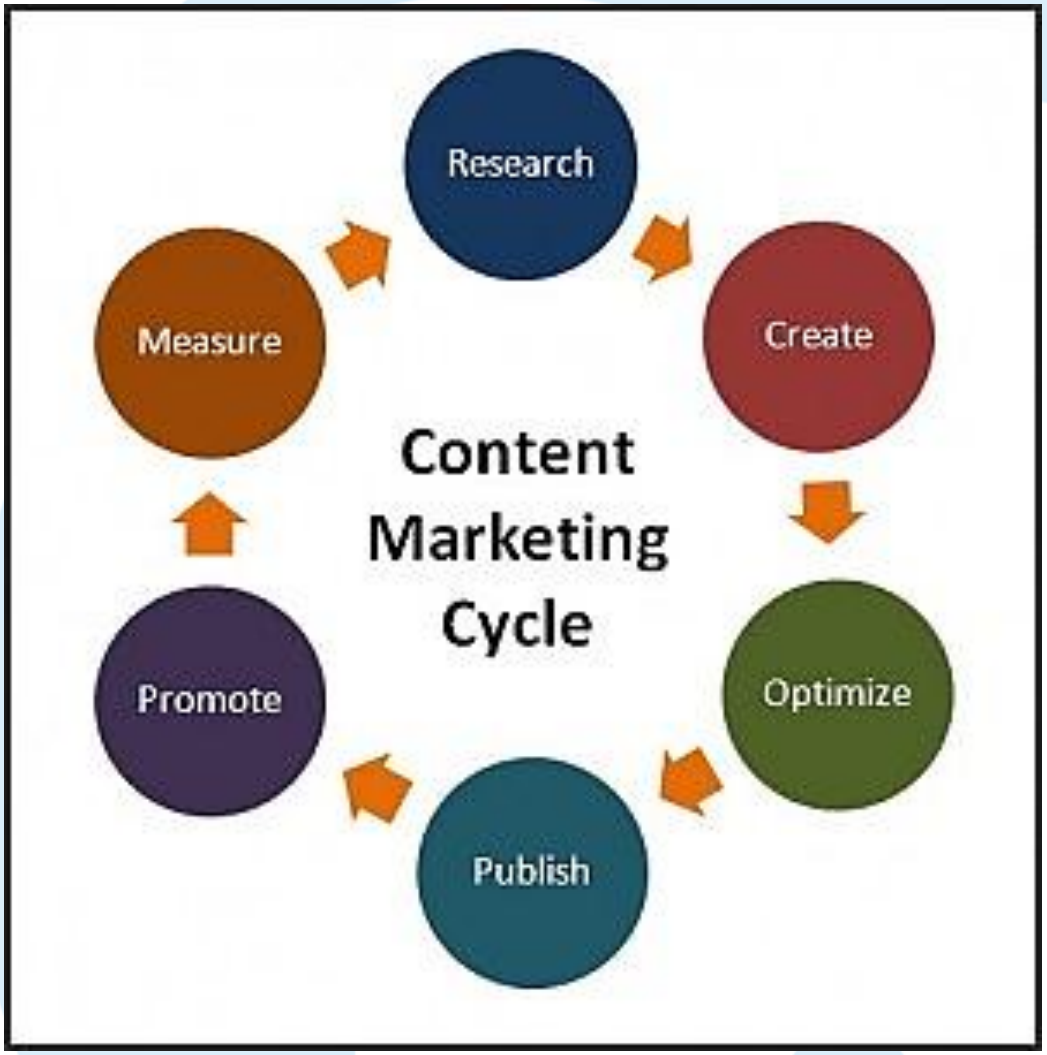
Content Marketing Cycle



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Your Content Strategy

- Develop Personas (Who are your customers)
  - Name, Age, Language, where are they from
- Develop content that supports their needs e.g.
  - What did other people say about you
  - Answer questions they will have e.g. how much, where, what do do etc
  - I want to keep in contact with you, what content is interesting to them?
  - etc

Exercise

- Develop Personas for your business
  - Name, Age, Language
  - where are they from
  - Are they single or with families?
  - How often do they travel?
  - What do they want from their holidays?

Exercise 2 – Outline the content

- What are they searching for when the research
- What do they want when when they find you on the website
- What do they want to see when they become a fan on Facebook or a follower on twitter?
- How do they like to consume the content? Read, listen, watch?

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WEBSITE CONTENT

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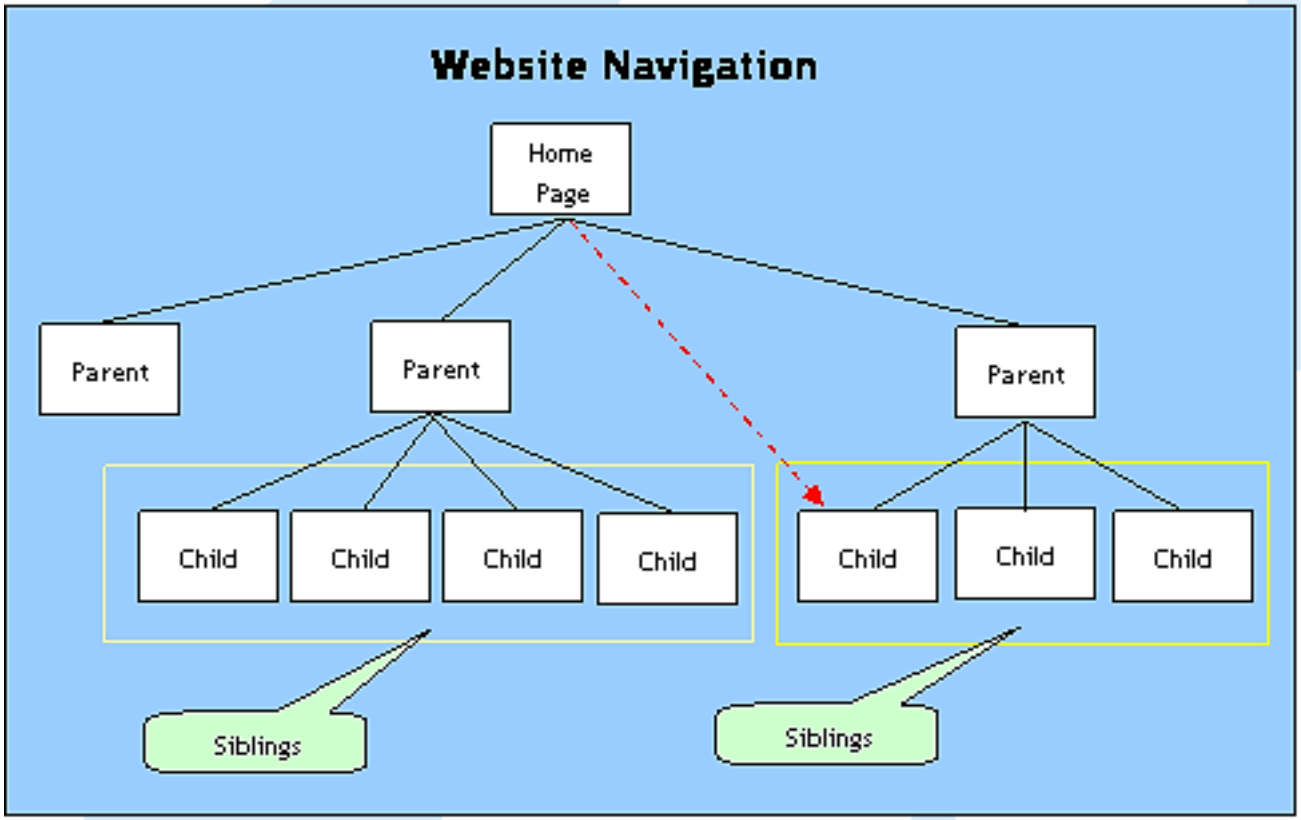
Navigation….

3 Click rule!



Website content..

- Skimmable
- Search Engine Friendly
- Headings
- Bullets
- Images
- Video

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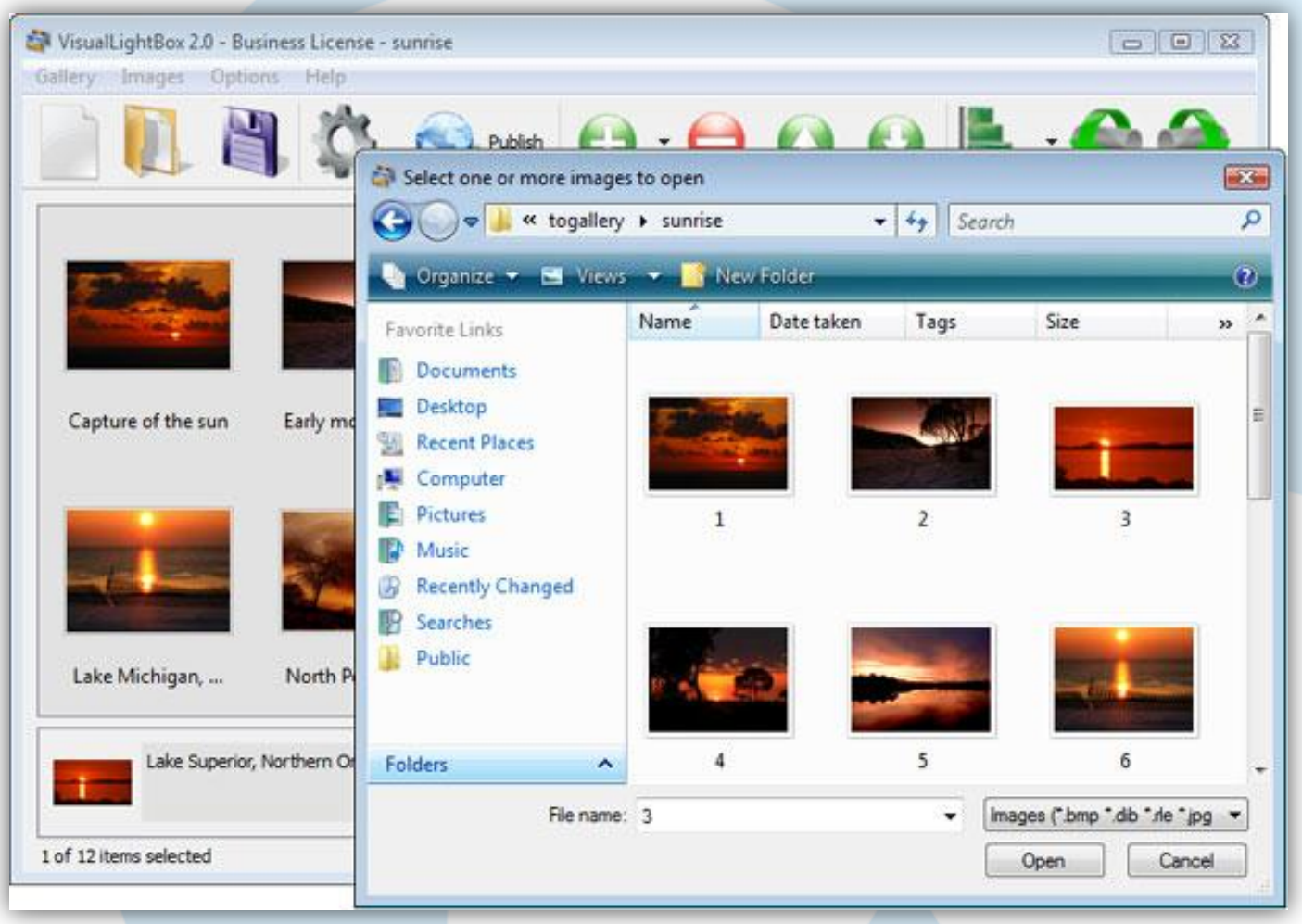
Working with images



Buying a Camera or use a phone (video and pics)

- Check the Megapixel rating
  - 8 Megapixel means 8 million dots make up your picture
  - 10 Megapixels means 10 million dots which means the quality can be better.
- Zoom
  - Digital Zoom -> Pointless, image is blown up to increase size and looses quality
  - Optical Zoom -> Very useful. 3x is good 10x is great.
- Video Footage
  - Hi-Def – Higher quality than normal.
- Memory Cards
  - The bigger the memory the more you can store, try for 8 Gig and above.

Buying a Camera or use a phone (video and pics)

- Battery
  - How long is the battery life
  - Buy a spare battery
  - Are they rechargeable
- Copying it to your PC
  - Is there USB transfer? Do you have a USB port?

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Types of Images

Common – Gif, Jpeg, PNG, BMP

Other – Tiff, Raw, PSD

Type of Compression

Lossless

- Files size reduced with no change in image quality

Lossy

- Image is different after compression because loss of quality

JPEG

Advantages

- High Quality
- Great for banner images, photographs
- Supports 16.7 million colours

Disadvantages

- It’s a lossy compression.
- Once it’s compressed info lost can be restored.

Gif

Advantages

- Lossless compression
- Supports Transparency

Disadvantages

- Only supports 256 colours

PNG

Advantages

- Lossless compression
- Supports Transparency

Disadvantages

- Only supports 256 colours

BMP

Advantages

- Widely used
- Compression is lossless

Disadvantages

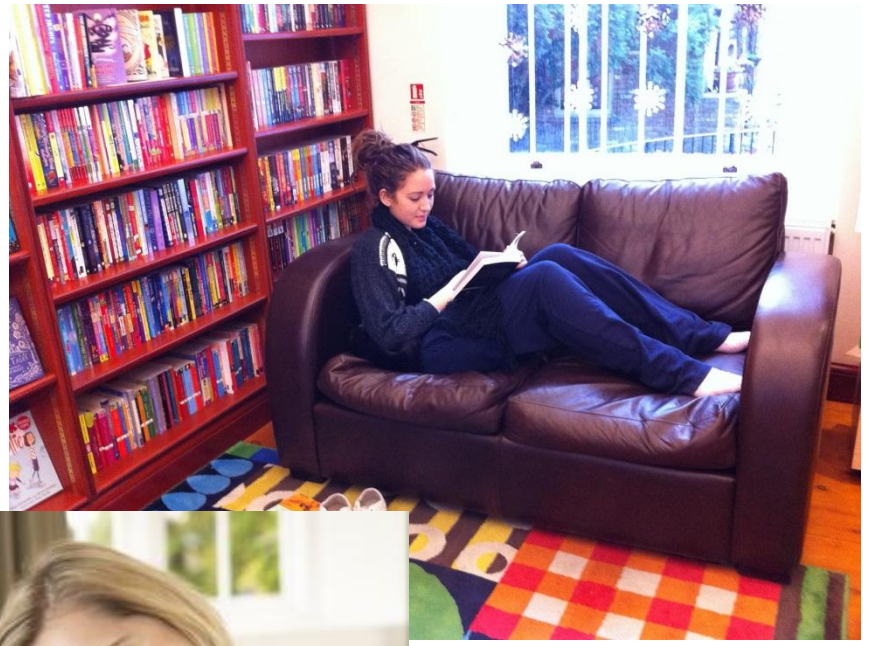
- Large file size

Uploading it to your PC

- Connect your camera to your PC
- Copy pictures locally
- Upload directly to your website

Images: Close Ups / Welcoming

Images: Character / People



Images: People / Details

Exercise Discuss – Which one would you buy?

- Camera 1 – 8 Megapixels, 10x Optical Zoom, Normal video, 8 gig flash card
- Camera 2 – 10 Megapixels, 5x Optical Zoom, Normal Video, 4 gig flash card
- Camera 3 – 10 Megapixels, 10x Digital Zoom, Hi-Def Video, 8 meg flash card
- Camera 4 – 10 Megapixels, 10x Optical Zoom, Hi-Def Video, 8 gig flash card
- Camera 5 – 5 Megapixels, 10x Digital Zoom, Hi-Def Video, 16 gig flash card

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Working with Video

Why use video on the web?

- Much more engaging than text
- Does better in search results
- Can use it on your website and on YouTube
- Your competitors probably don’t have video.

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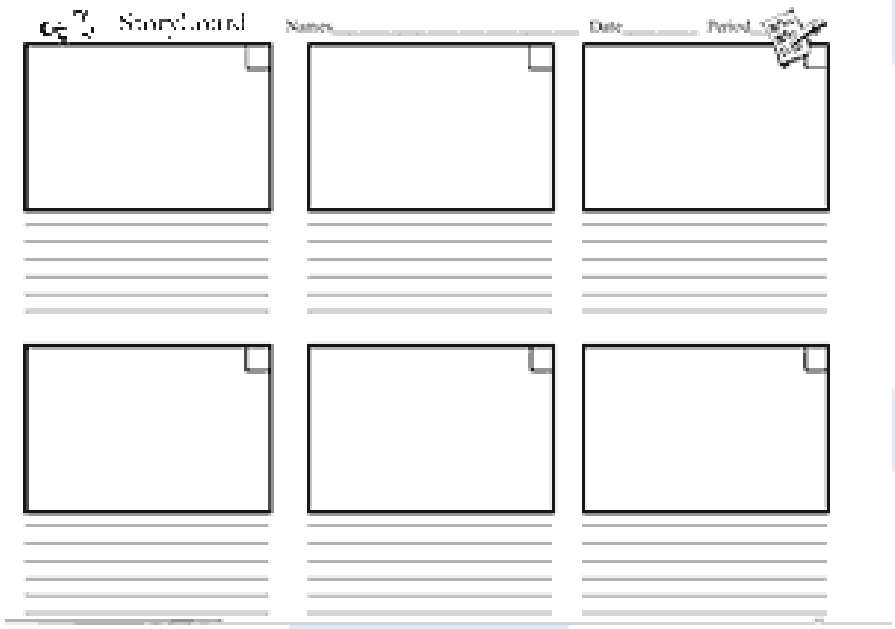
Video Tips

- Funny videos do better
- Creative videos do better
- Short videos do better
- Name videos appropriately with relevant keywords.

Planning a movie using a storyboard



- Good planning - speeds up the entire filming process
- Plan each scene - how it looks
- Include notes for location, props, actors, equipment, etc.

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Youtube....

The Process….

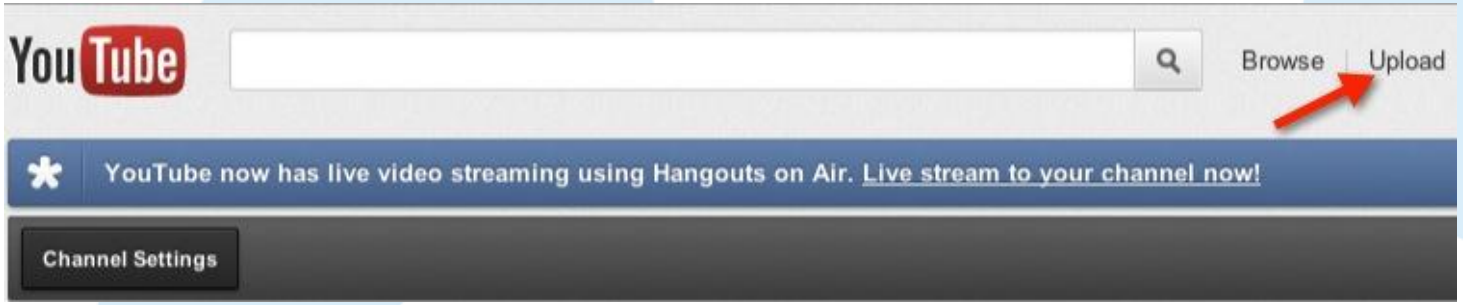
- Record using Hi-Def Video (if possible)
- Connect to your PC (generally through USB)
- Copy files to PC
- Upload to Youtube Channel
- Edit Videos

Creating a YouTube Channel…

- Go to YouTube.com and create a Google Account
- Update this account with relevant information
- The username will become your Youtube channel

Uploading Videos to Your Channel

- Login go you account
- Go to your Channel e.g. www.youtube.com/<channel name>
- Click upload…



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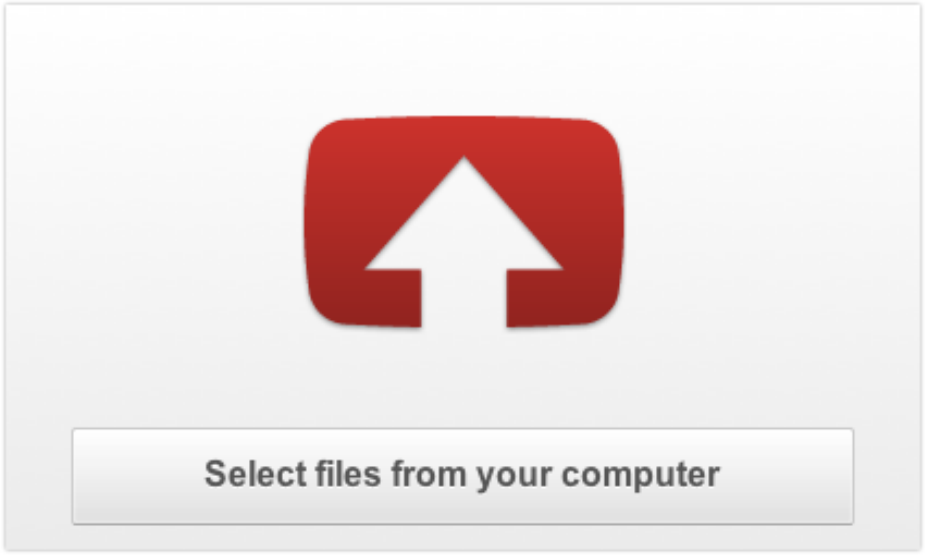
Select Files from Your Computer



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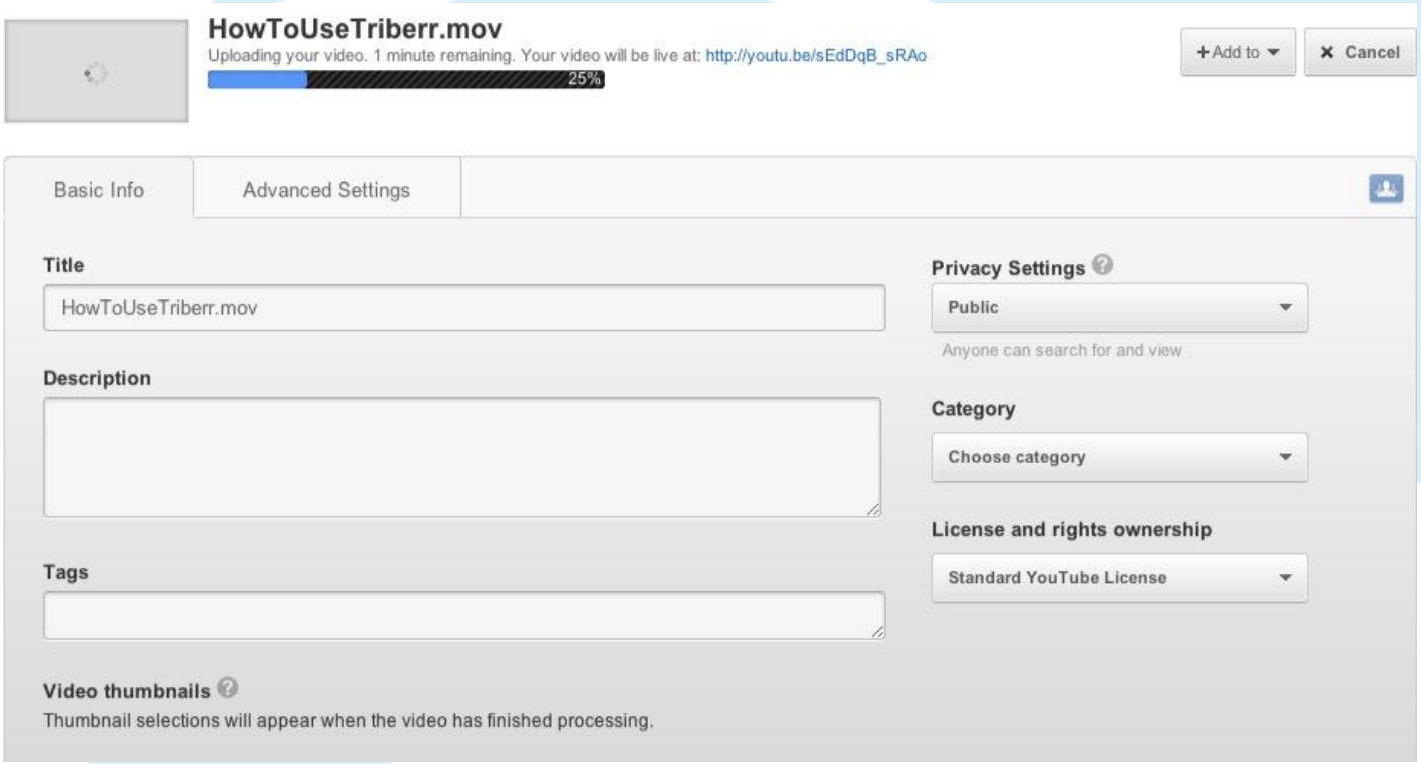
Configure Settings…



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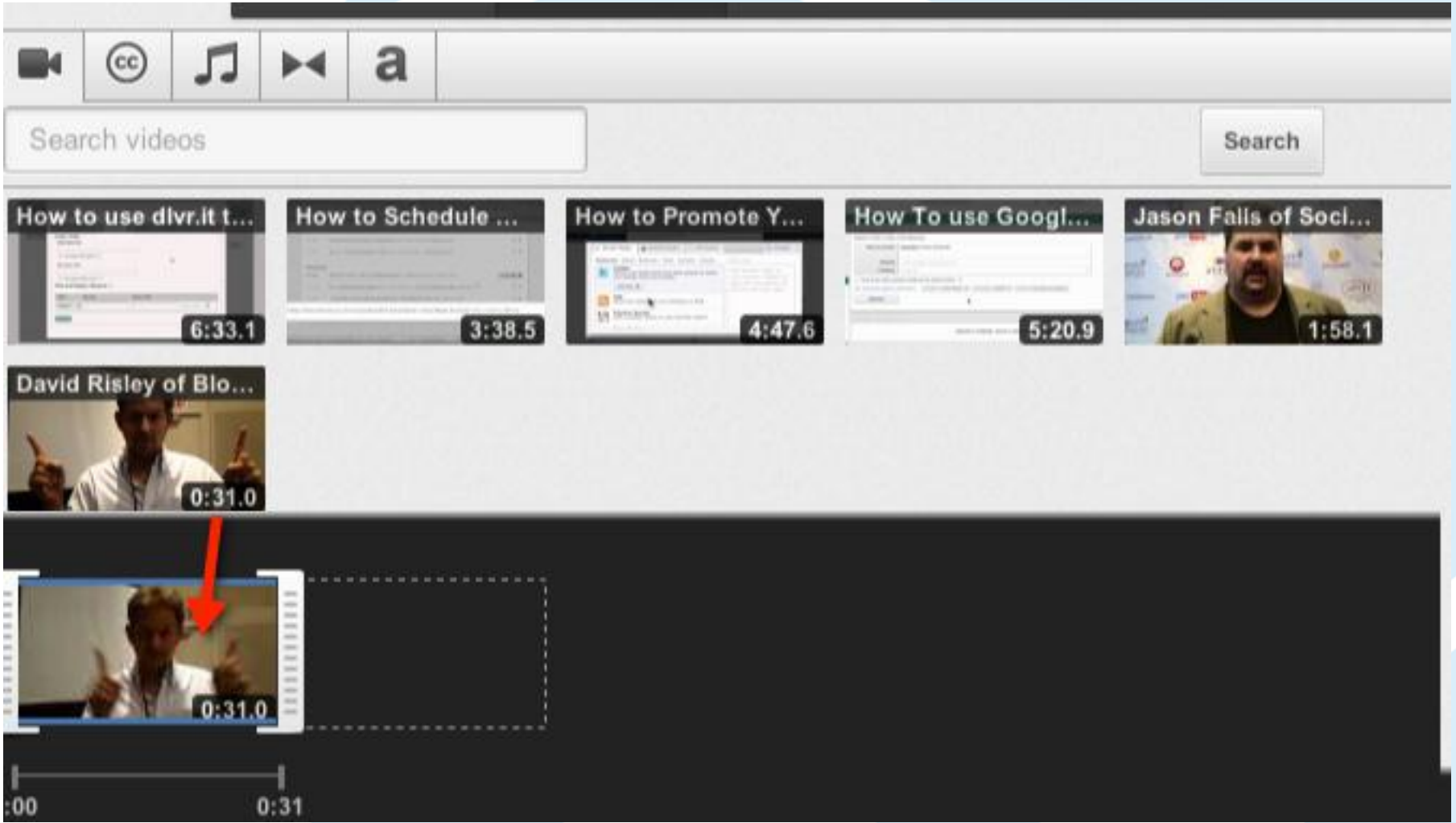
Editing a video -> www.youtube.com/editor
Drag the video you want to edit down..



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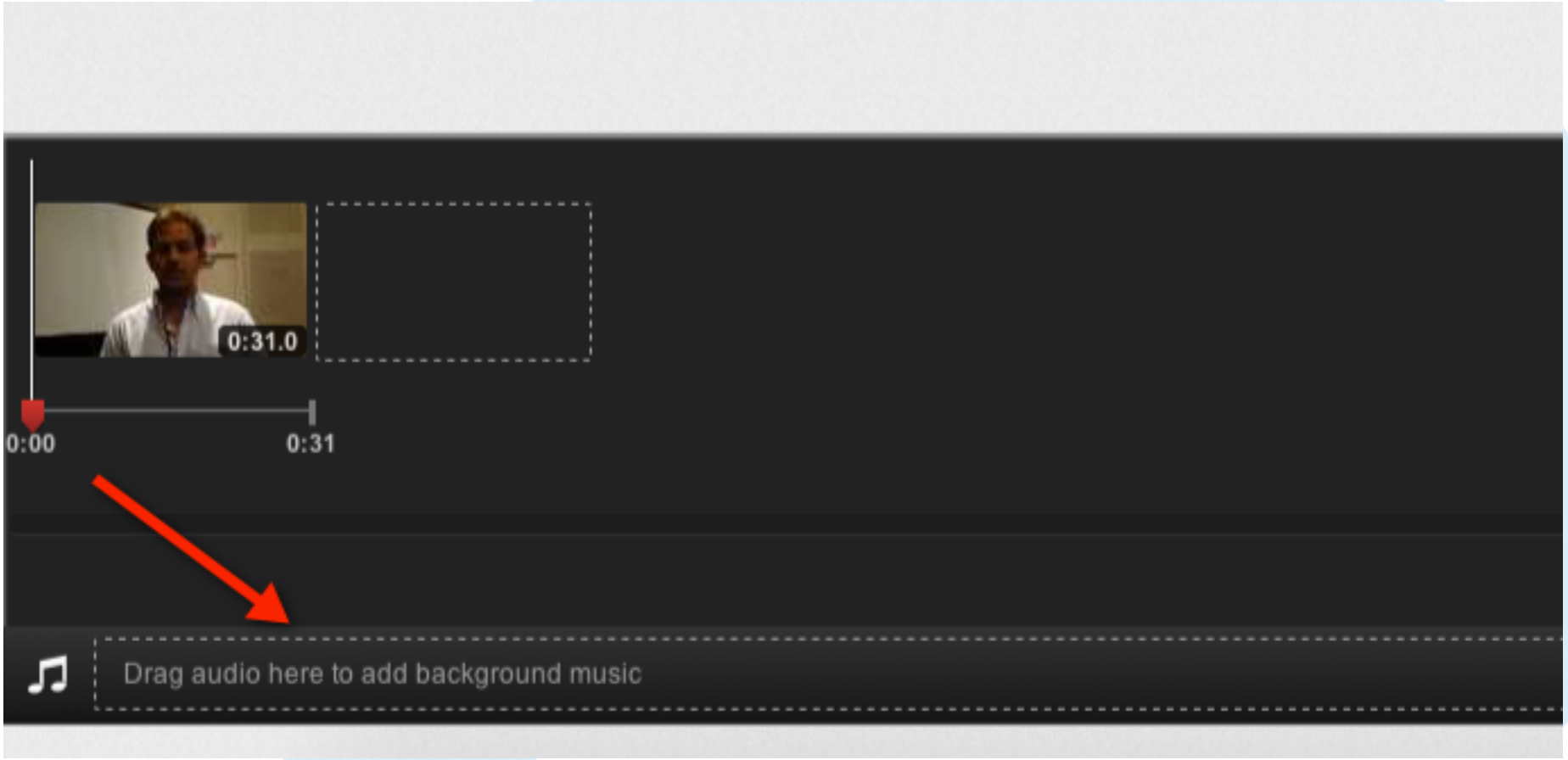
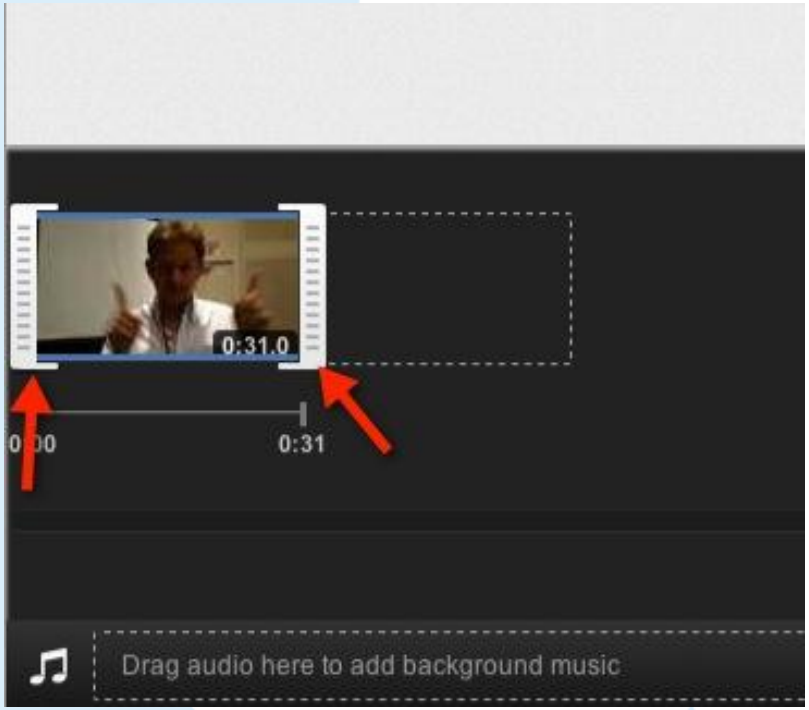
Adding Audio for Background Music



Shortening a clip

- Select the images on the left or right to cut a bit off the start of the video or the end of the video..



Changing Settings…

- Update various settings e.g. make it black and white, stabilise…

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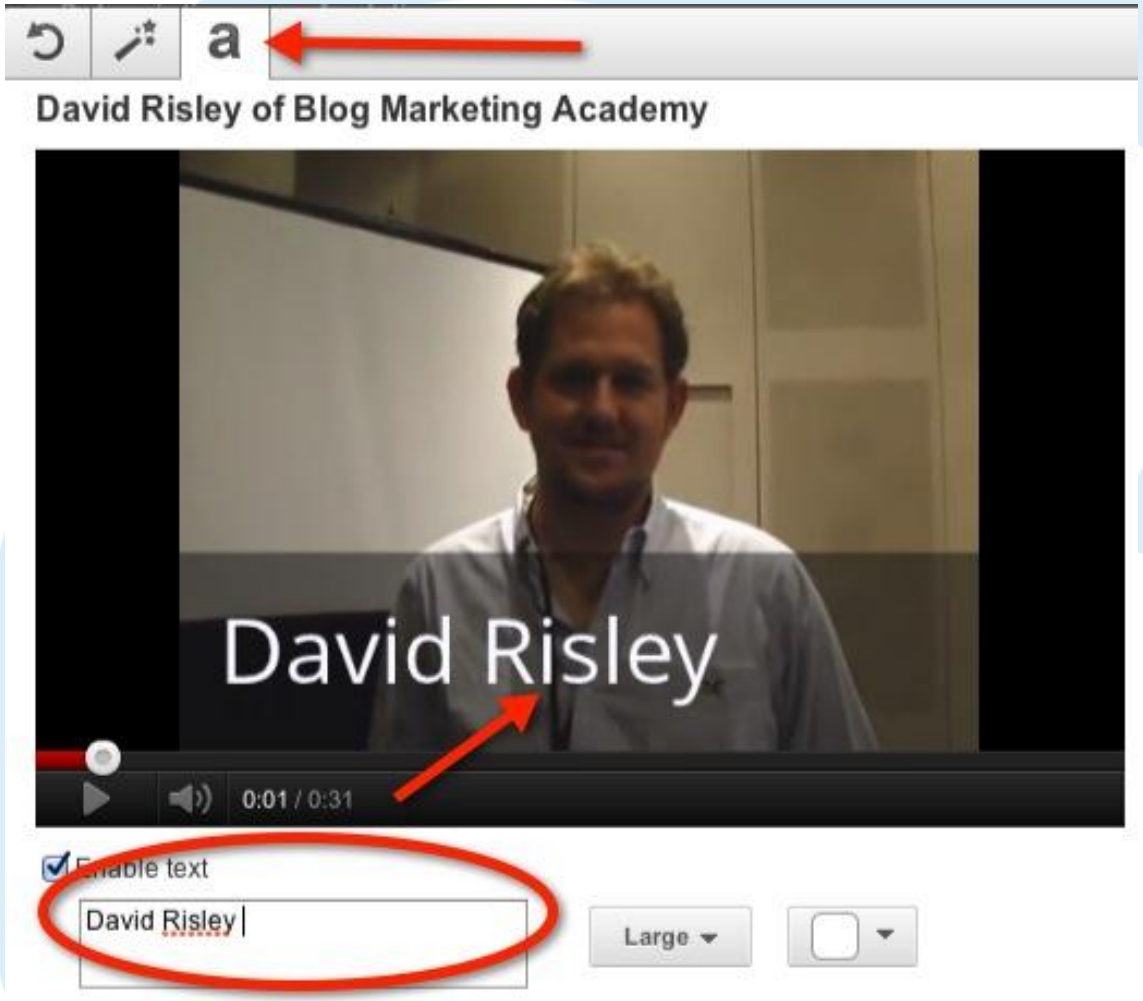
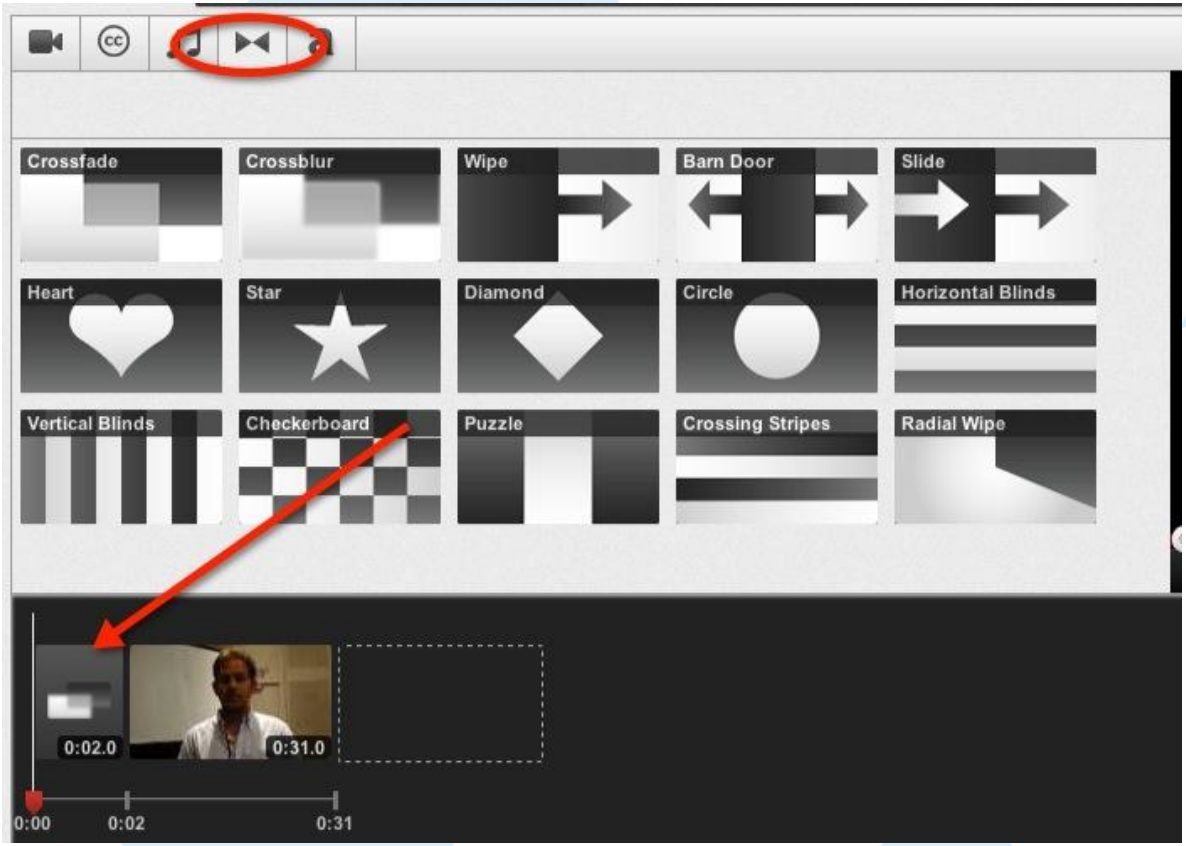
Adding a Title



Changing Effects

- Select the effects option, select the appropriate effect and drag it to the clip..



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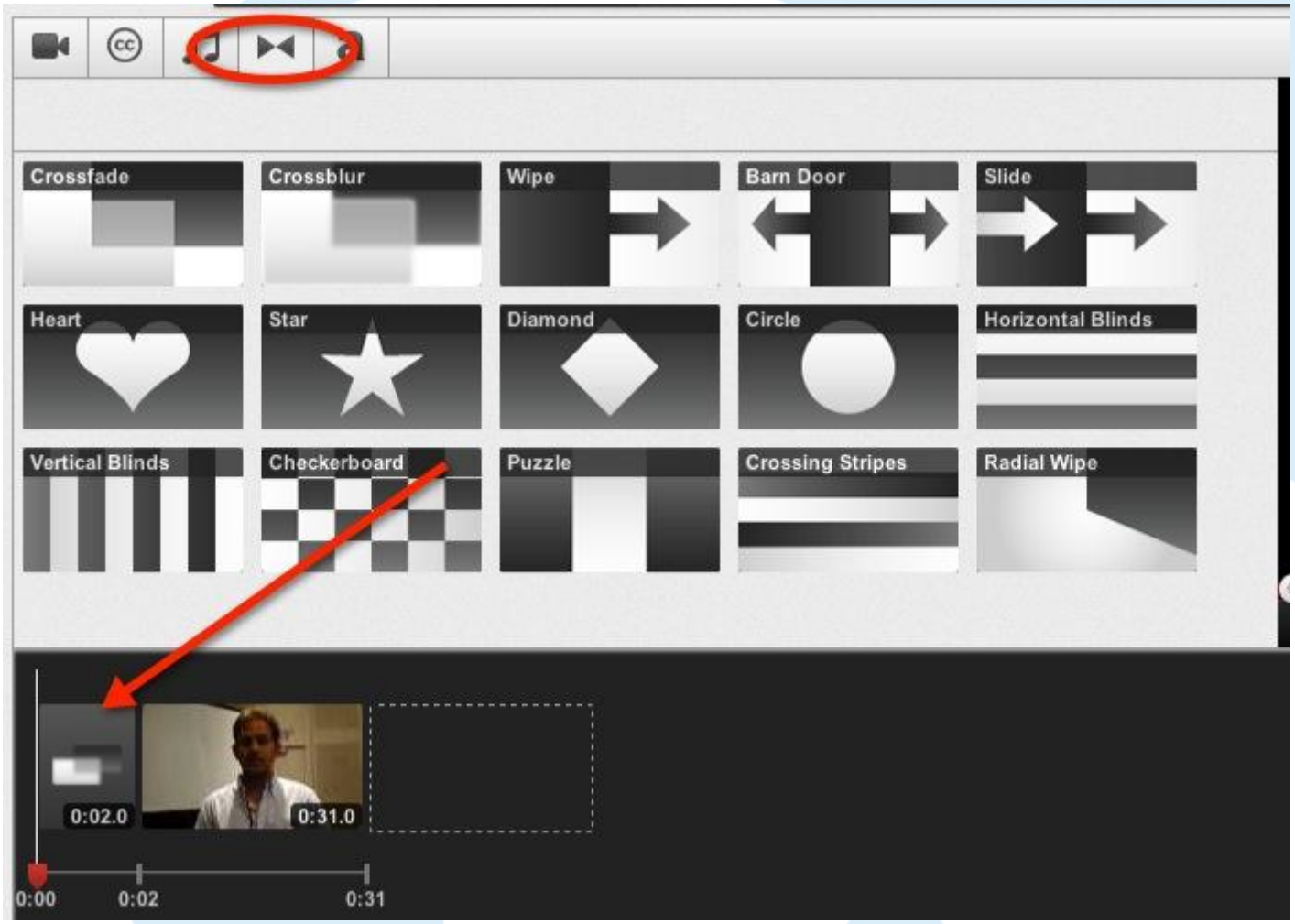
Adding Effects



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Optimising Content for Google

Optimise all Content…

- Website
  - Page Titles
  - Descriptions
  - Headings
  - Keywords within the text
- Pictures
  - Alt Tags
- Videos
  - Title and Description

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Keyword Research

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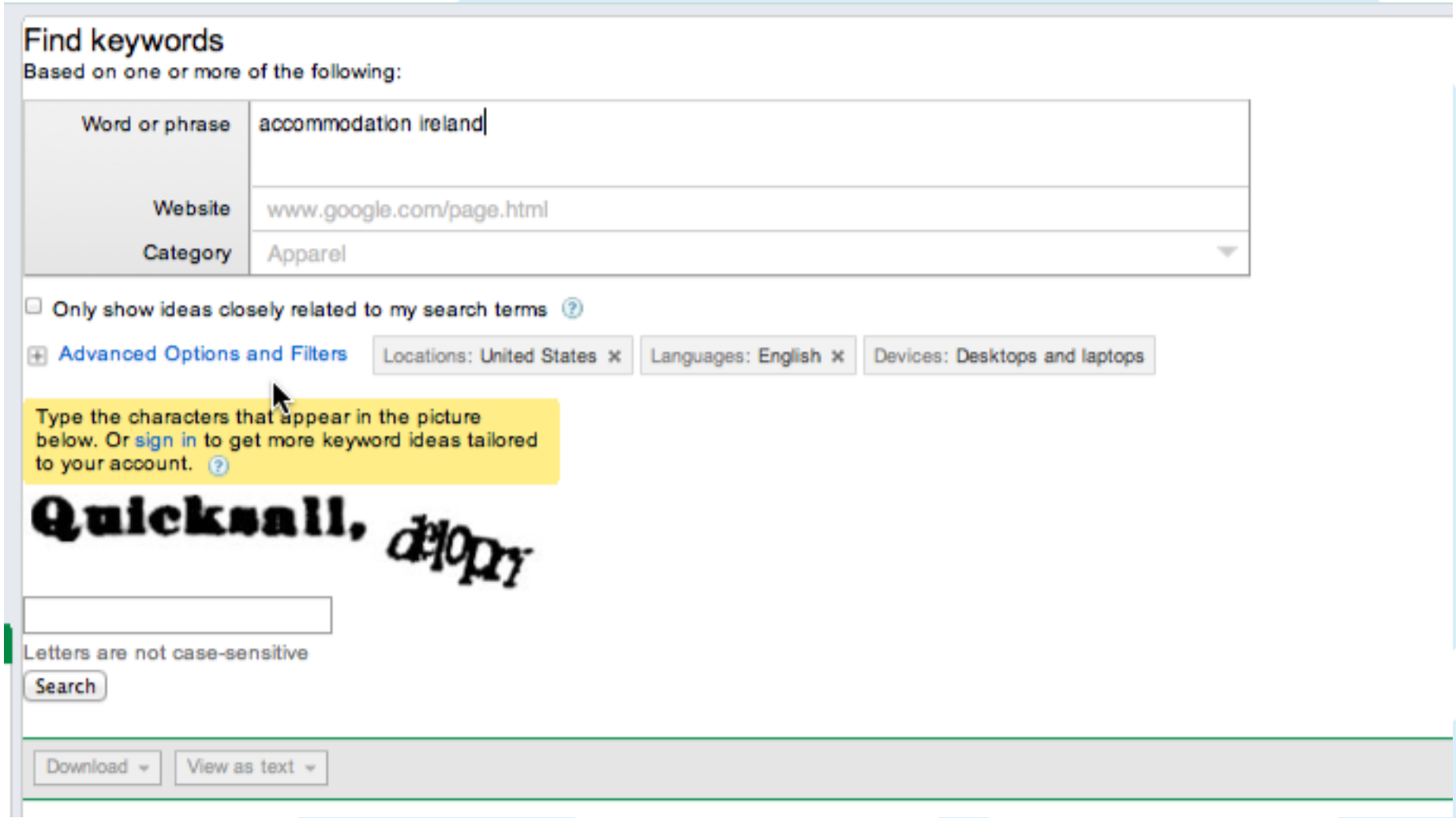
Google Keyword Tool



Explanation..

Word or Phrase

- Accomodation ireland
- “Accomodation Ireland” – Phrase match
- [Accomodation ireland] – Exact match

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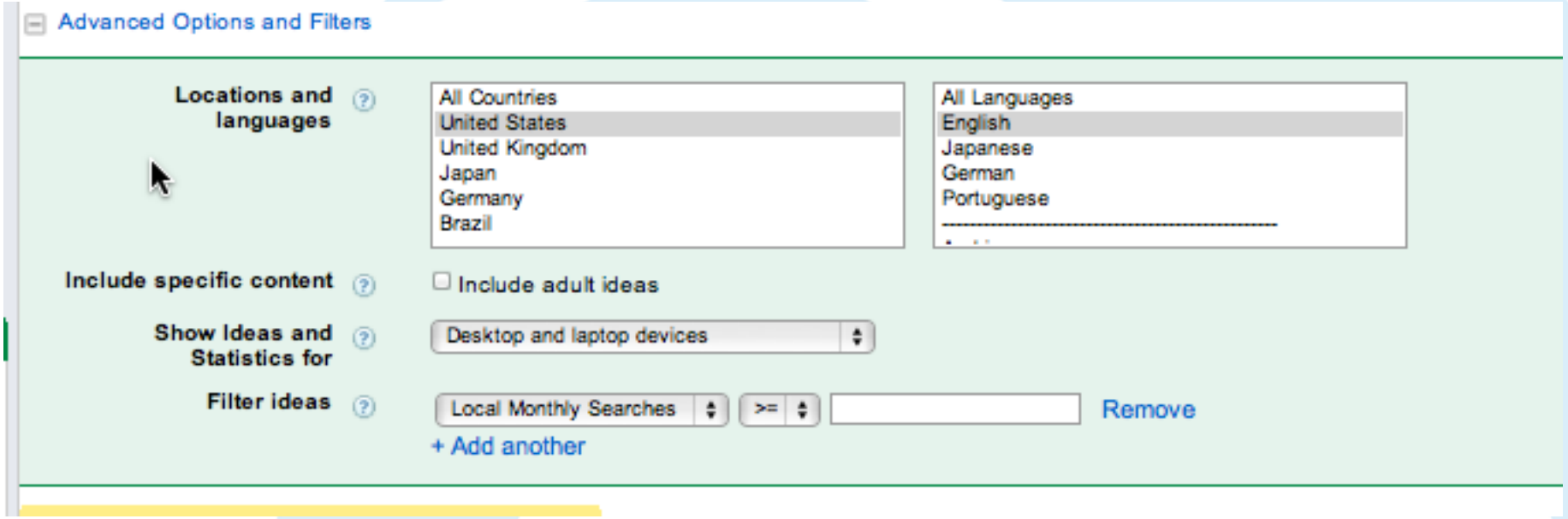
Advanced Options



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Results...

Save all **Search terms (1)**

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
accommodation ireland	High	165,000	60,500

Save all **Keyword ideas (100)** 1 - 50 of 100

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
accommodation in ireland	High	165,000	60,500
holiday accommodation ireland	High	18,100	8,100
cheap accommodation ireland	High	8,100	2,400
accommodation northern ireland	High	22,200	18,100
self catering accommodation ireland	High	4,400	1,900
castle accommodation ireland	High	8,100	1,600
holiday accommodation in ireland	High	18,100	8,100
cheap hotels in ireland	High	9,900	2,900
luxury accommodation ireland	High	8,100	1,900
pub accommodation ireland	High	480	170
hotels ireland	High	246,000	74,000
holiday accommodation in northern ireland	High	1,900	1,600
ireland hotels	High	246,000	74,000
hotel ireland	High	301,000	74,000
carlingford accommodation ireland	High	260	140
lighthouse accommodation ireland	High	210	46
ireland b&b	High	40,500	8,100
holiday accommodation northern ireland	High	1,900	1,600
self catering accommodation in northern ireland	High	590	480
select hotels ireland	Medium	1,600	1,000
cheap breaks in ireland	High	9,900	4,400
visiting ireland	Low	3,600	880
places to stay in ireland	High	4,400	1,600
ireland accommodation	High	165,000	60,500

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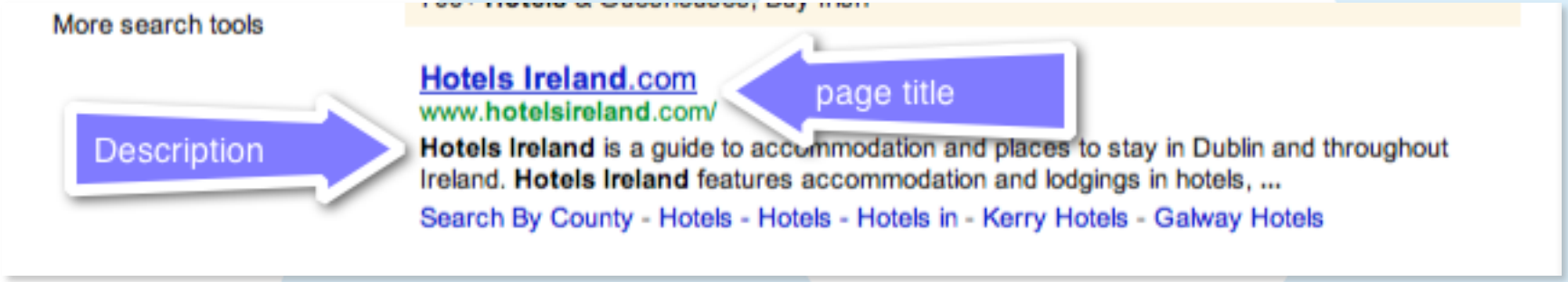
Searching on Google…



Examples…

Site:www.discoverireland.ie

- Display pages indexed by Google with page titles and descriptions

Hotels ireland site:ie

- Display search results for hotels ireland but only for domains that end in .ie

Links:www.discoveryireland.ie

- Show a sample of links

Exercise – Try these on your own website!

Advanced Searches

Allinurl: hotels dublin

- Hotels dublin must be in the web address

Allintitle- hotels dublin

- Hotels dublin must be in the page title

Allinanchor – hotels dublin

- Hotels dublin must be in the anchor text

Exercise...

Based on the industry you are in do some research on keywords that your competitors are trying to rank on

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Blogging…

What is Blogging

Exchanging information in the forms of articles through a website for people to read, comment and share

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Why should I blog?

- To appear in search results
- To create a destination site of interest for tourists
- To demonstrate your knowledge or expertise
- Network with other bloggers of influence
- If you blog you read more so you learn more!

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Writing Blog Posts

What you'll need...

- Some time you are prepared to commit
- Blogging software
- Knowledge of basics of optimising your blog for Google
- Knowledge of how to blog and how to build a community

Think of the type of content

- It doesn’t have to be text…
  - Video
  - Podcast
  - Images

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Creating Content

Writing…

If you don’t have a good Title your article won’t be read

Optimise your title for SEO but also consider the reader

Make your content easy to read – short paragraphs, bullets, lists.

List posts work great – top 3, best 5 etc.

Personal is better than formal

At least one picture with every post, preferably more

Most people will read but not comment, that’s just the way it is!

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Example of Good Content

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Optimising Content for Google

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Keyword Research

Search Terms (1) — 1 - 1 of 1

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
tourism ireland	Low	49,500	14,800

Keyword ideas (100) — 1 - 50 of 100

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
discover ireland	Medium	49,500	27,100
tourism in ireland	Low	49,500	14,800
ireland tourism	Low	49,500	14,800
visit ireland	Low	90,500	33,100
ireland wiki	Low	40,500	4,400
tour of ireland	Medium	165,000	33,100
ireland holidays 2011	Low	33,100	22,200
failte ireland	Low	14,800	12,100
irish tourist board	Medium	6,600	880
tourism ireland jobs	Medium	590	320
go ireland	Low	110,000	33,100

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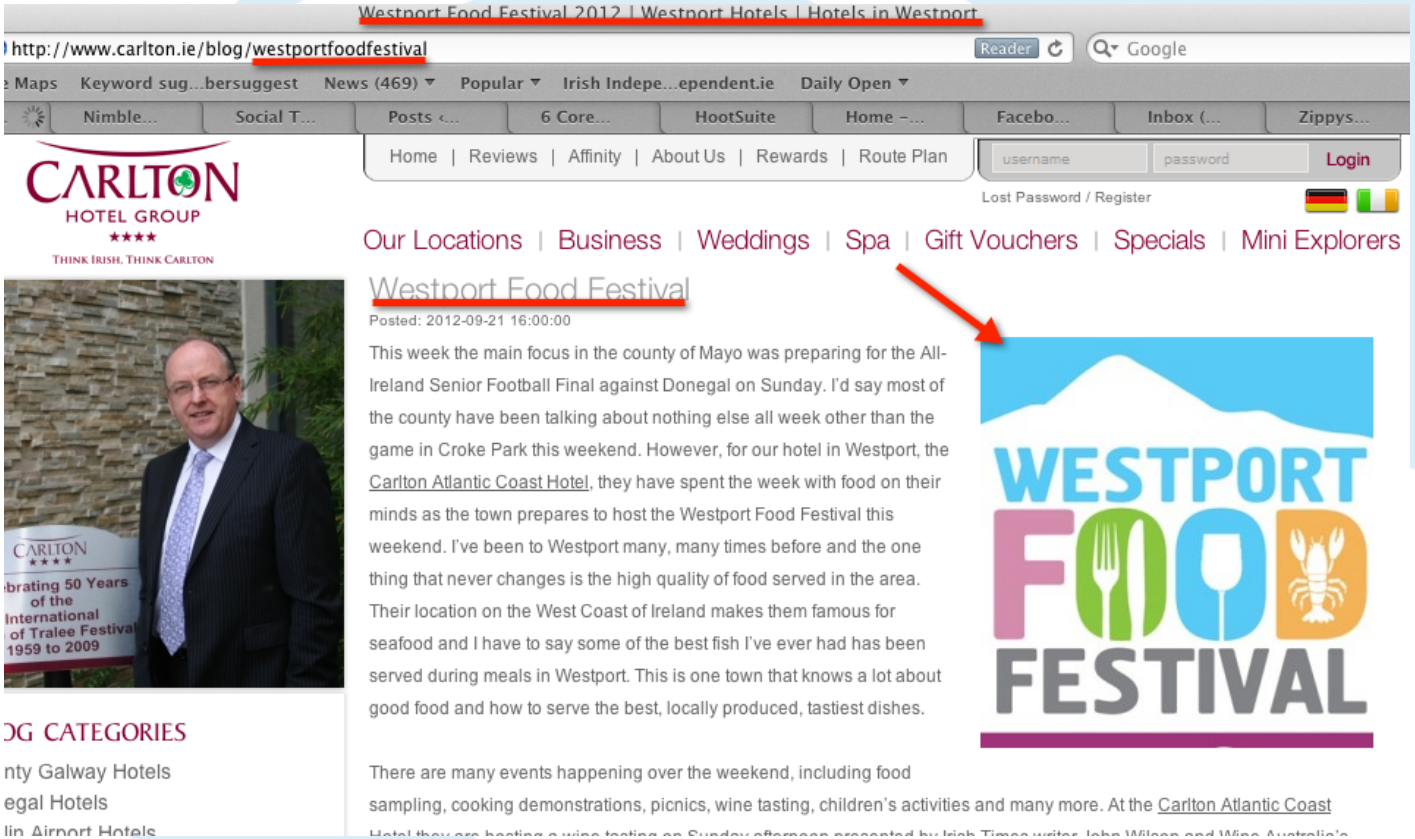
Optimised for Google



Example…

Valentines Day is coming up and you want to attract people searching for accommodation

Your Hotel is in Killarney…

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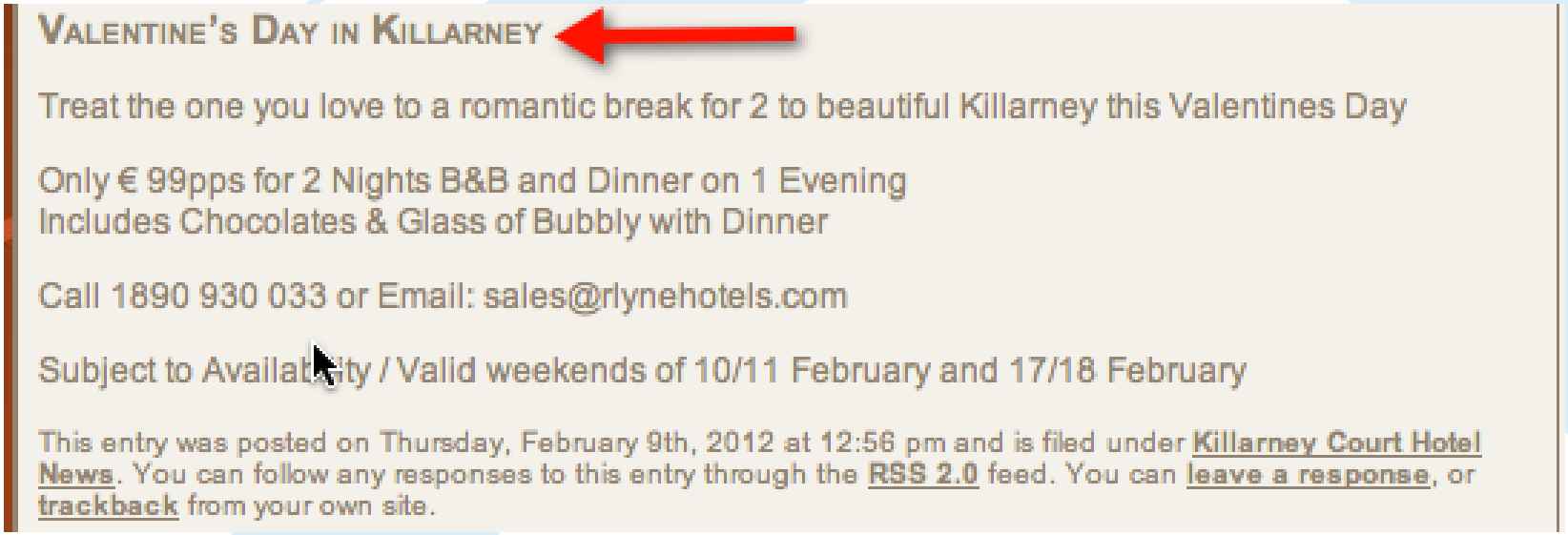
You write a post…



Valentine's Day in Killarney

Treat the one you love to a romantic break for 2 to beautiful Killarney this Valentines Day

Only € 99pps for 2 Nights B&B and Dinner on 1 Evening
Includes Chocolates & Glass of Bubbly with Dinner

Call 1890 930 033 or Email: sales@rlynehotels.com

Subject to Availability / Valid weekends of 10/11 February and 17/18 February

This entry was posted on Thursday, February 9th, 2012 at 12:56 pm and is filed under **Killarney Court Hotel News**. You can follow any responses to this entry through the **RSS 2.0** feed. You can **leave a response**, or **trackback** from your own site.

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It appears in search results

Valentine's Day in **Killarney** | **Killarney** Court Hotel Blog
www.**killarney**courthotel.com/blog/**valentines-day**-in-**killarney**/
Block all www.killarneycourthotel.com results
9 Feb 2012 – **Valentine's Day** in **Killarney**. Treat the one you love to a romantic break for 2 to beautiful **Killarney** this **Valentines Day**. Only € 99pps for 2 Nights ...

Group Exercise

Pick a business

Decide on your blog

Define your first 3 blog posts

Do your keyword research

What keywords will you focus on and why?

Commenting on other blogs

Valuable, useful and insightful comments

Each comment links back to your site

Good to form a relationship with the blogger

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Blogsearch.google.com

Google blogs [ ] Search Blogs | Search the Web | Advanced Blog Search | Preferences

Top Stories

Top Stories
Politics
US
World
Business
Technology
Video Games
Science
Entertainment
Movies
Television
Sports

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SPORTSbyBRO

Tiger Woods' Nike Commercial: Tiger and Late Father Team Up Sports
PopEater - 9 hours ago
The unexpected costars of a new Nike commercial: Tiger Woods and his deceased dad Earl. gazes at the camera while the voice of his late father does the talking.
Tiger Woods Nike Commercial - Celebrity Gossip, Celebrity News, Hollywood Gossip, ...
Tiger Woods' All-New Nike Commercial Hits the Air! - The Insider Featured News
New Tiger Woods Nike Ad: Brave or Shameless? - The Hollywood Gossip
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NPR Blogs: The ...

Nuclear arsenal cut: US-Russian treaty World
The Swamp - 5 hours ago
By Christi Parsons and updated again at 8:40 am EDT PRAGUE -- With an agreement to scal the world's two greatest nuclear powers, President Barack Obama and Russian President Dm long-sought treaty that ...
Despite Landmark Arms Reduction Treaty with Russia, Iran Threats and Nuclear Posture Rev
Significant US Shift - Democracy Now!
USA, Russia Sign Nuclear Arms Reduction Treaty - Below The Beltway
Obama Signs Landmark Nuclear Arms Pact With Russia - News One
all 91 blogs » Share this story ▾

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Who is reading my blog?

Check Google Analytics

What comments are you getting?

Anybody sharing?

Feedburner….

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Beware….

66% of blogs not updated in 2 months

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E-mail marketing

Overall objective

Be convinced that eMail marketing is an important part to the marketing of your business

What's we'll cover

Why email?

What works doesn't work

Using an e-mail management tool

Why use Email?

Why use eMail…

It’s pull as opposed to push

Engaging medium open to all

Great for driving traffic to your website and sales

Using an e-mail management tool

Good for customer retention – a subtle reminder you are open for business!

It’s a cheap web of communicating

Improving Email Engagement

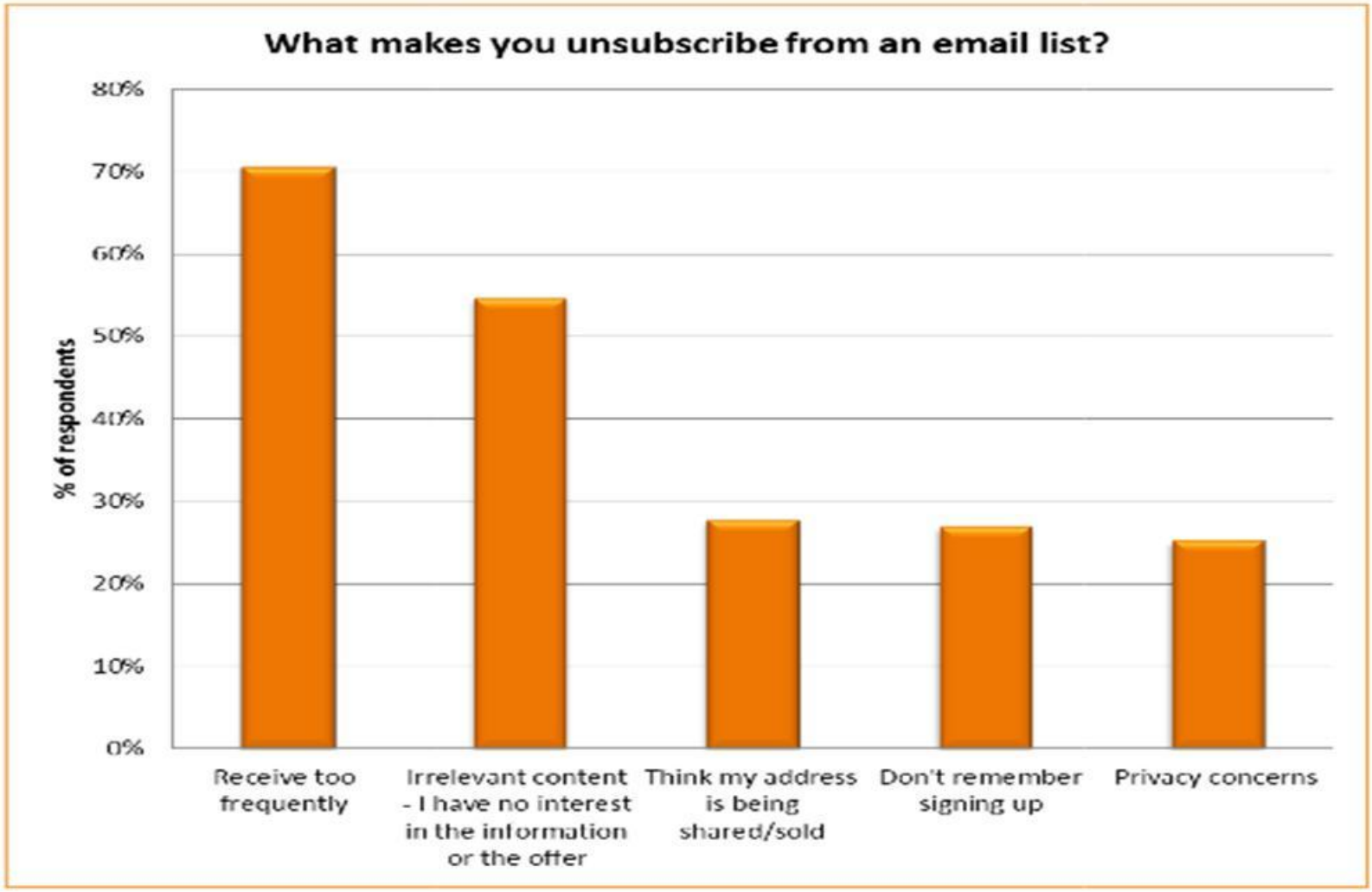
*REF: Circulator Email Marketing Survey April 2011

Reporting & Tracking

- 60% of Businesses do not personalise emails
- 32% of businesses do not know what open rates they get
- 35.6% of businesses do not know what click through rates they get
- 73% of businesses do not track conversion rates

Source: Newsweaver 2011

2011 Research



Email Marketing Checklist

Email Marketing Checklist

- Frequency
- Branding
- Subject line
- Personalisation
- Length
- Content
- Privacy
- Images blocked

1. Frequency and Timing

- Assess your current frequency – ask your customers!
- How often do you receive emails from other companies?
- What frequency can you/your team handle?

* iContact survey, 2009

1. Frequency and Timing

- Consistent schedule

- Timing
  - B2B: Tues – Thurs, 9:30am – 3:00pm
  - B2C: Fri – Sun, 5pm – 8pm*

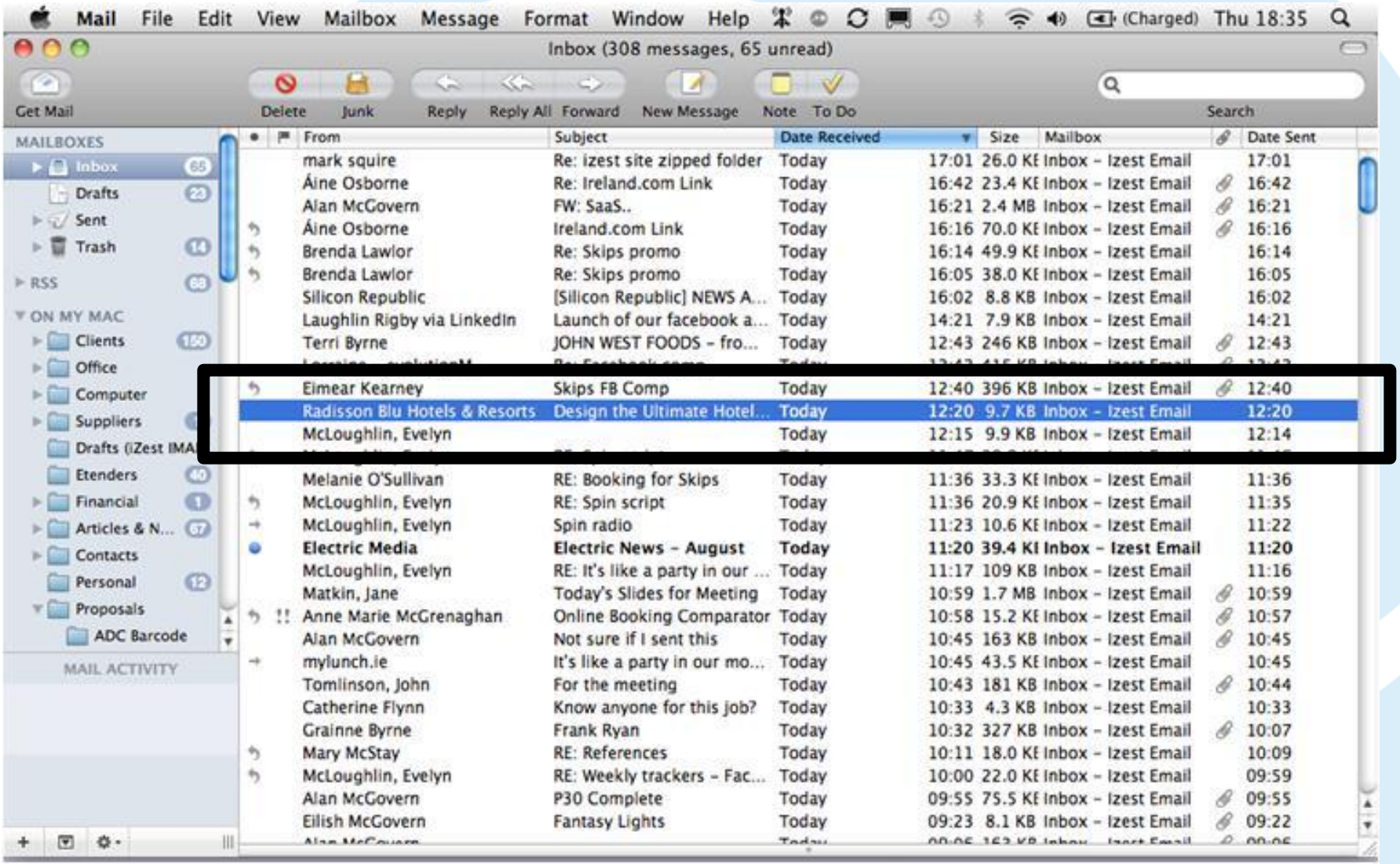
* iContact survey, 2009

2. Branding

- No need to put branding in Subject line
- Set up your email address correctly
- Keep your branding consistent
- Keep the style and personality of your emails consistent

* iContact survey, 2009

Branding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Inbox (308 messages, 65 unread)
Get Mail
Delete
Junk
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Reply All
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New Message
Note
To Do
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MAILBOXES
Inbox 65
Drafts 23
Sent
Trash 14
RSS 68
ON MY MAC
Clients 150
Office
Computer
Suppliers
Drafts (iZest IMA
Etenders 40
Financial 1
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From
Subject
Date Received
Size
Mailbox
Date Sent
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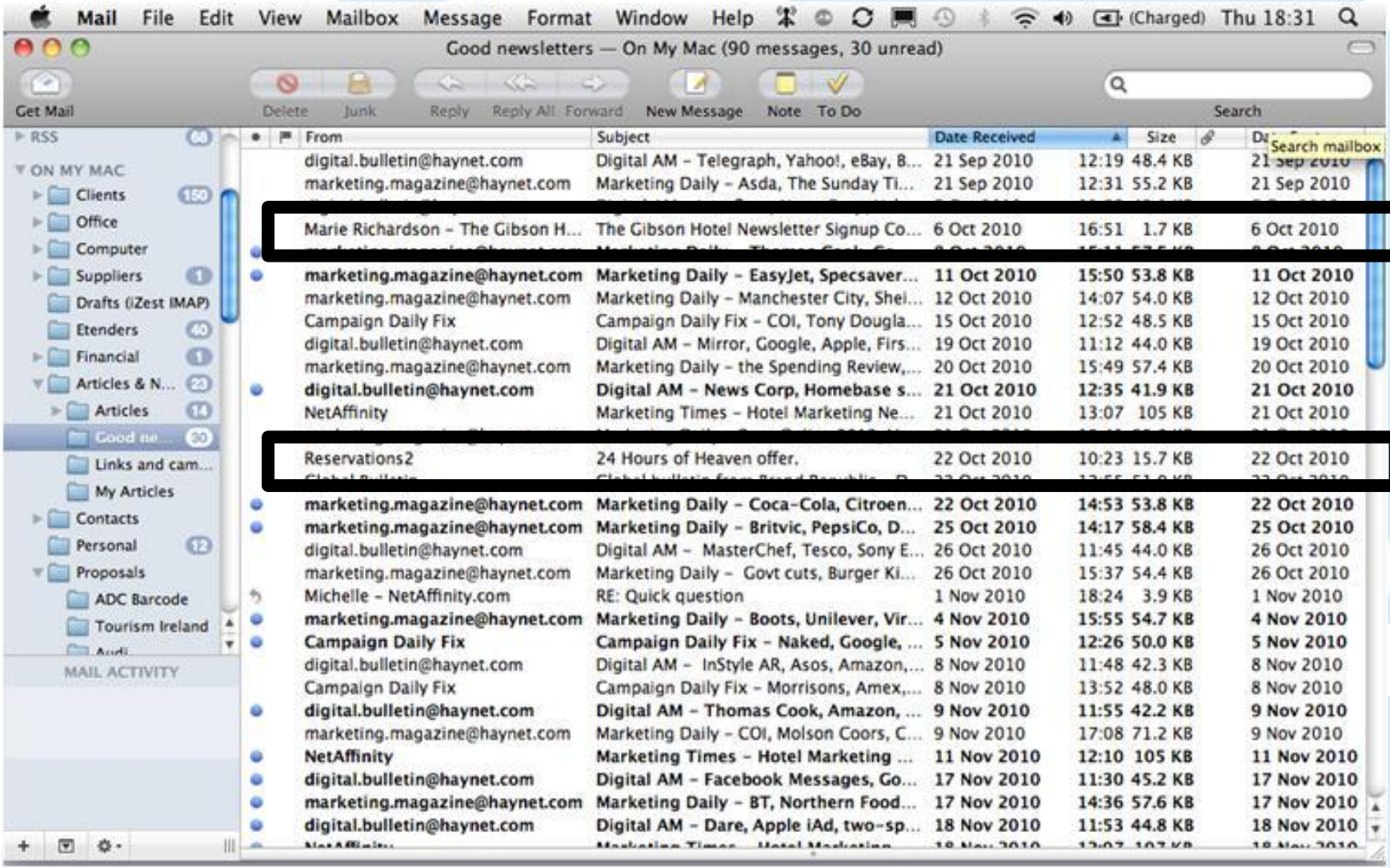
Áine Osborne Re: Ireland.com Link Today 16:42 23.4 KE Inbox - Izest Email 16:42
Alan McGovern FW: SaaS.. Today 16:21 2.4 MB Inbox - Izest Email 16:21
Áine Osborne Ireland.com Link Today 16:16 70.0 KE Inbox - Izest Email 16:16
Brenda Lawlor Re: Skips promo Today 16:14 49.9 KE Inbox - Izest Email 16:14
Brenda Lawlor Re: Skips promo Today 16:05 38.0 KE Inbox - Izest Email 16:05
Silicon Republic [Silicon Republic] NEWS A... Today 16:02 8.8 KB Inbox - Izest Email 16:02
Laughlin Rigby via LinkedIn Launch of our facebook a... Today 14:21 7.9 KB Inbox - Izest Email 14:21
Terri Byrne JOHN WEST FOODS - fro... Today 12:43 246 KB Inbox - Izest Email 12:43
Eimear Kearney Skips FB Comp Today 12:40 396 KB Inbox - Izest Email 12:40
Radisson Blu Hotels & Resorts Design the Ultimate Hotel... Today 12:20 9.7 KB Inbox - Izest Email 12:20
McLoughlin, Evelyn Today 12:15 9.9 KB Inbox - Izest Email 12:14
Melanie O'Sullivan RE: Booking for Skips Today 11:36 33.3 KE Inbox - Izest Email 11:36
McLoughlin, Evelyn RE: Spin script Today 11:36 20.9 KE Inbox - Izest Email 11:35
McLoughlin, Evelyn Spin radio Today 11:23 10.6 KE Inbox - Izest Email 11:22
Electric Media Electric News - August Today 11:20 39.4 KI Inbox - Izest Email 11:20
McLoughlin, Evelyn RE: It's like a party in our ... Today 11:17 109 KB Inbox - Izest Email 11:16
Matkin, Jane Today's Slides for Meeting Today 10:59 1.7 MB Inbox - Izest Email 10:59
Anne Marie McGrenaghan Online Booking Comparator Today 10:58 15.2 KE Inbox - Izest Email 10:57
Alan McGovern Not sure if I sent this Today 10:45 163 KB Inbox - Izest Email 10:45
mylunch.ie It's like a party in our mo... Today 10:45 43.5 KE Inbox - Izest Email 10:45
Tomlinson, John For the meeting Today 10:43 181 KB Inbox - Izest Email 10:44
Catherine Flynn Know anyone for this job? Today 10:33 4.3 KB Inbox - Izest Email 10:33
Grainne Byrne Frank Ryan Today 10:32 327 KB Inbox - Izest Email 10:07
Mary McStay RE: References Today 10:11 18.0 KE Inbox - Izest Email 10:09
McLoughlin, Evelyn RE: Weekly trackers - Fac... Today 10:00 22.0 KE Inbox - Izest Email 09:59
Alan McGovern P30 Complete Today 09:55 75.5 KE Inbox - Izest Email 09:55
Eilish McGovern Fantasy Lights Today 09:23 8.1 KB Inbox - Izest Email 09:22

Branding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Good newsletters — On My Mac (90 messages, 30 unread)
Get Mail
Delete
Junk
Reply
Reply All
Forward
New Message
Note
To Do
Search
Search mailbox
RSS
ON MY MAC
Clients
Office
Computer
Suppliers
Drafts (iZest IMAP)
Etenders
Financial
Articles & N...
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Links and cam...
My Articles
Contacts
Personal
Proposals
ADC Barcode
Tourism Ireland
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NetAffinity Marketing Times – Hotel Marketing ... 11 Nov 2010 12:10 105 KB 11 Nov 2010
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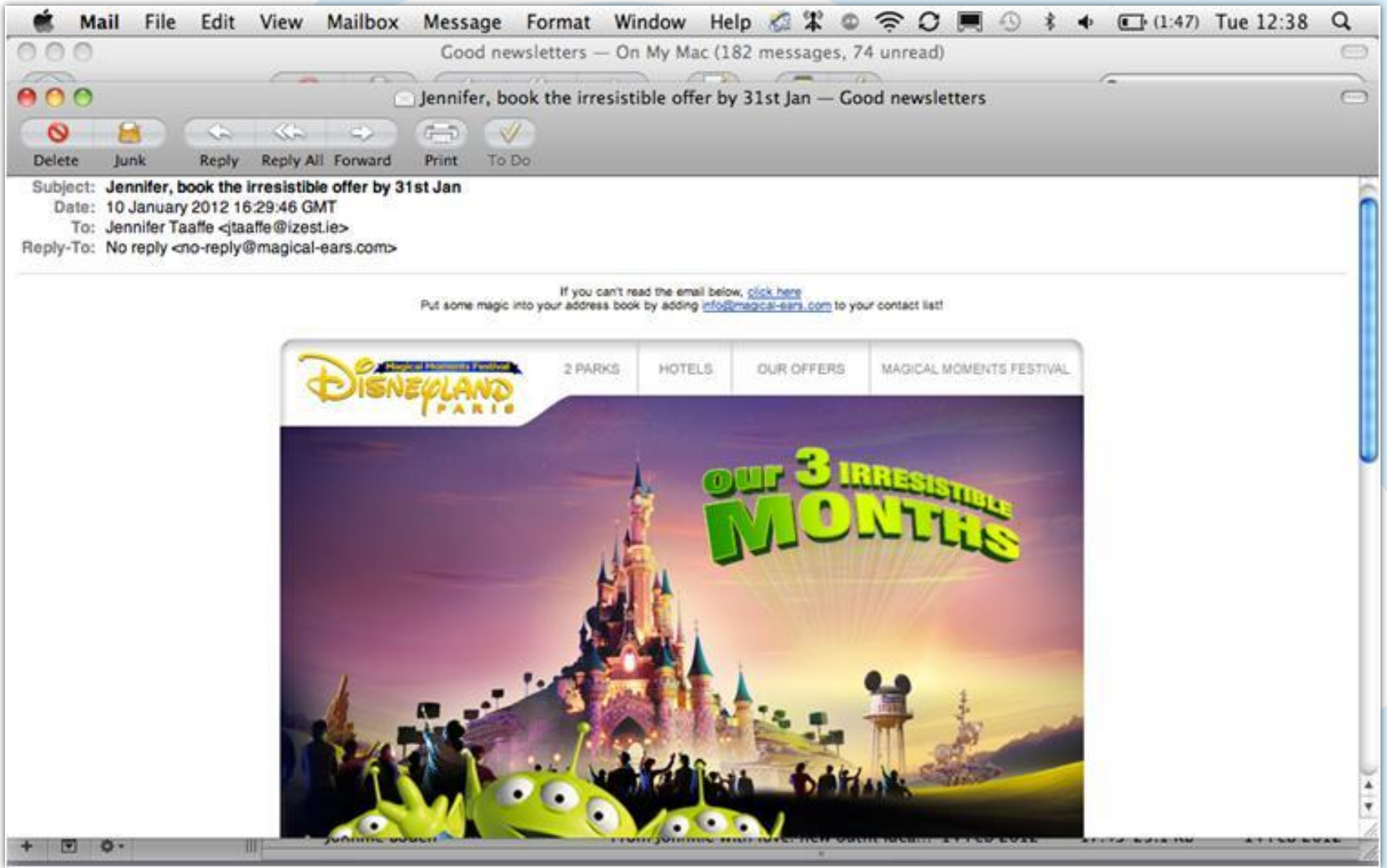
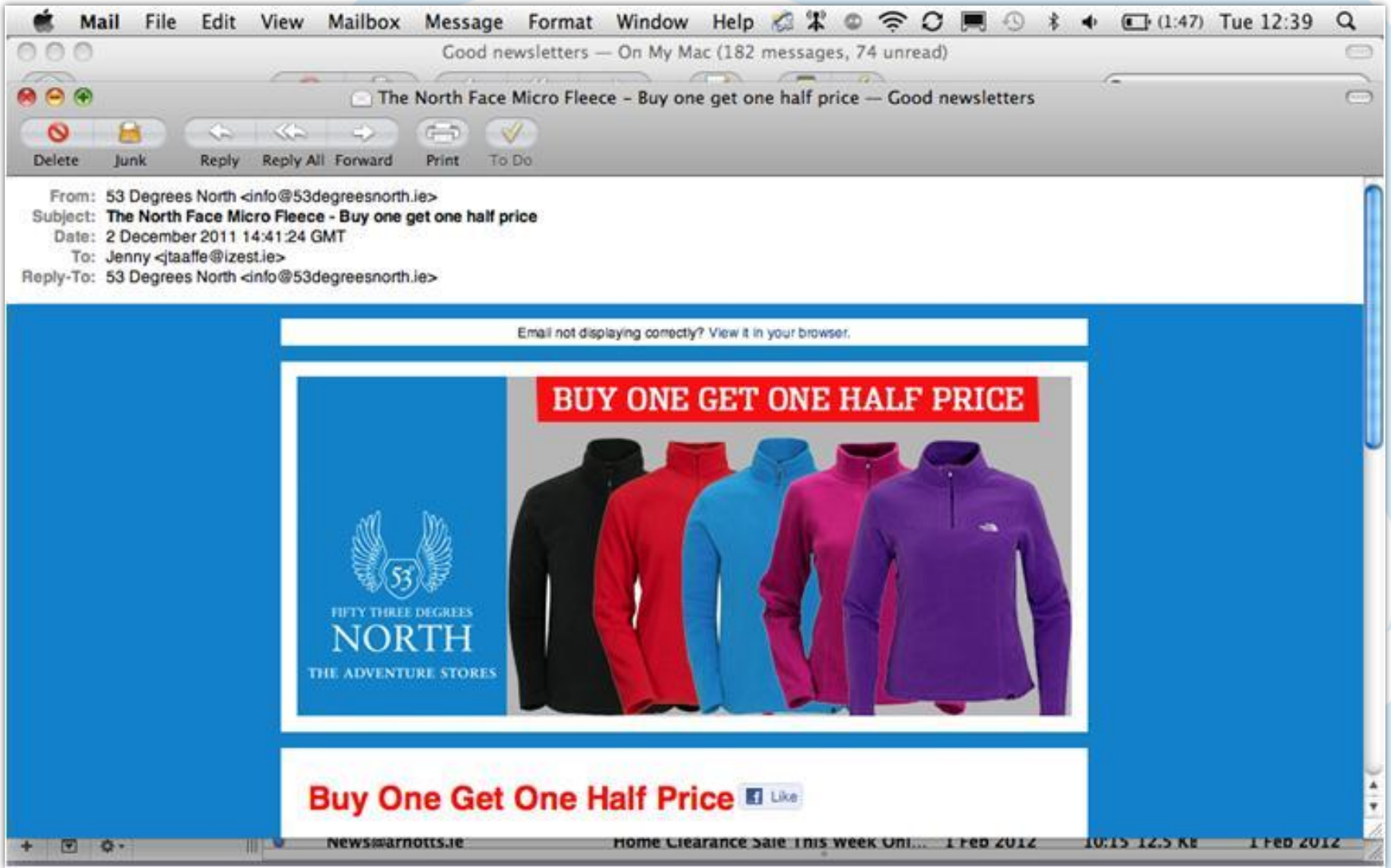
digital.bulletin@haynet.com Digital AM – Dare, Apple iAd, two-sp... 18 Nov 2010 11:53 44.8 KB 18 Nov 2010

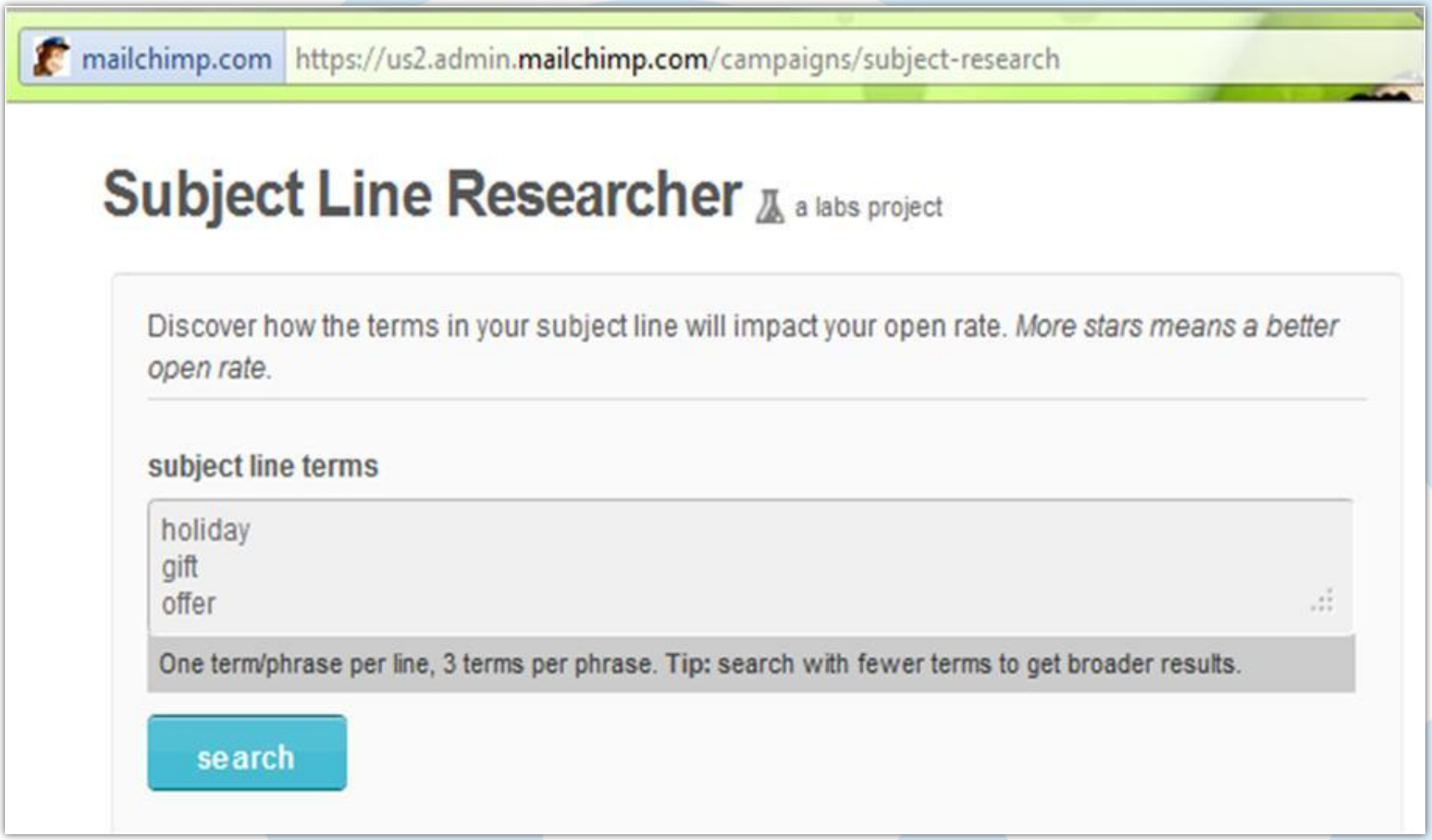
Logo Placement



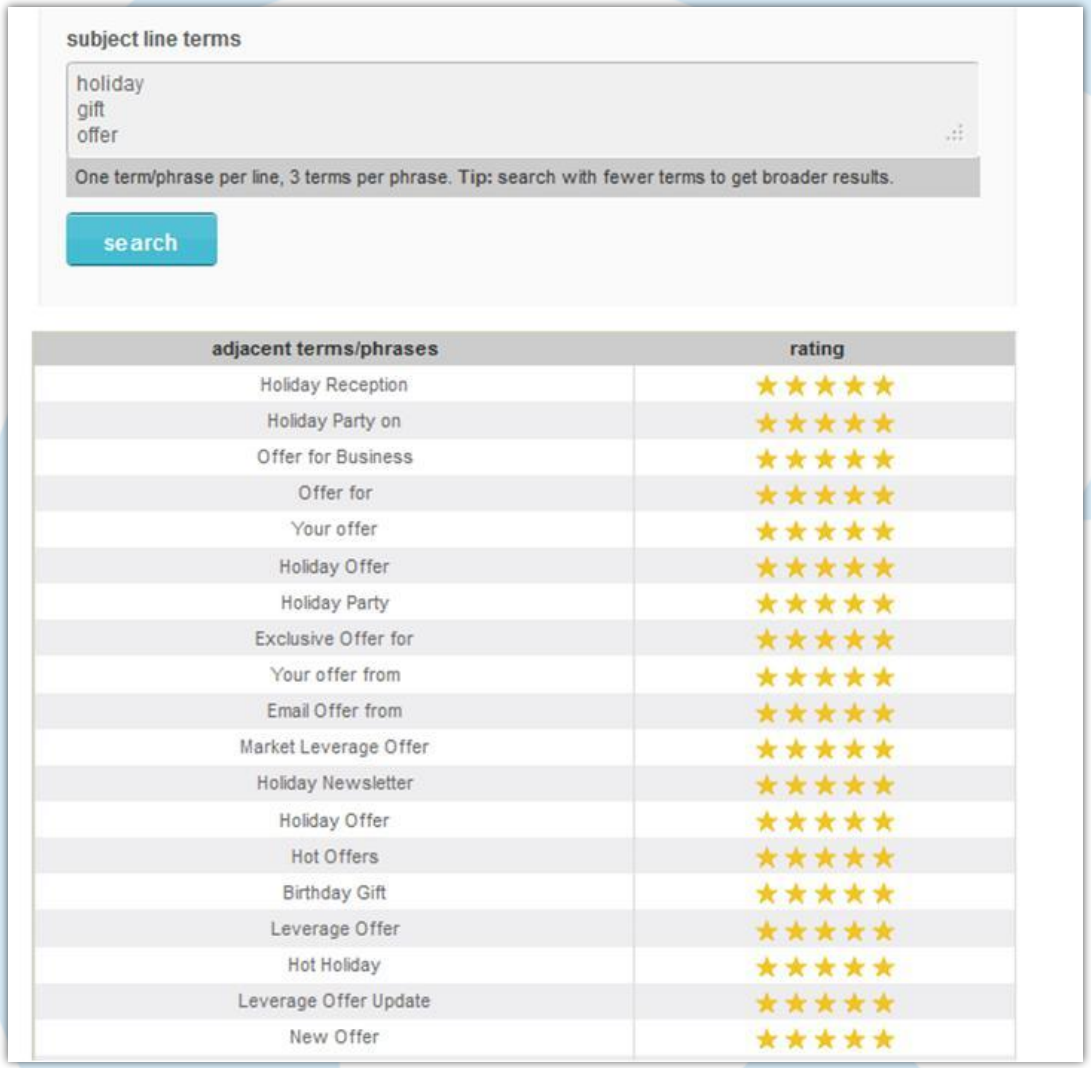
Logo Placement



3. Subject Lines



Good Subject Lines



subject line terms

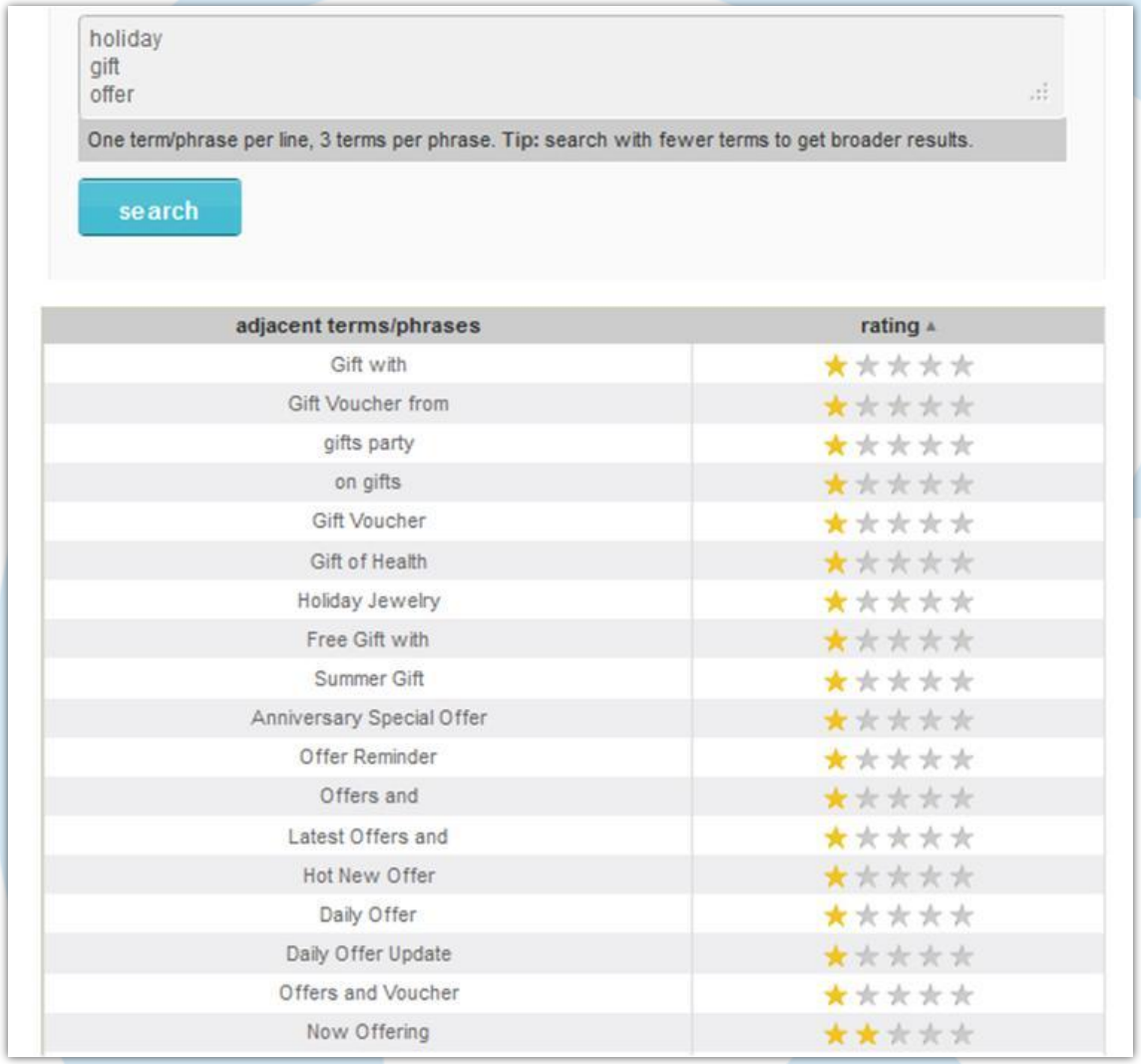
holiday
gift
offer

One term/phrase per line, 3 terms per phrase. Tip: search with fewer terms to get broader results.

search

adjacent terms/phrases	rating
Holiday Reception	★★★★★
Holiday Party on	★★★★★
Offer for Business	★★★★★
Offer for	★★★★★
Your offer	★★★★★
Holiday Offer	★★★★★
Holiday Party	★★★★★
Exclusive Offer for	★★★★★
Your offer from	★★★★★
Email Offer from	★★★★★
Market Leverage Offer	★★★★★
Holiday Newsletter	★★★★★
Holiday Offer	★★★★★
Hot Offers	★★★★★
Birthday Gift	★★★★★
Leverage Offer	★★★★★
Hot Holiday	★★★★★
Leverage Offer Update	★★★★★
New Offer	★★★★★

Poor Subject Lines

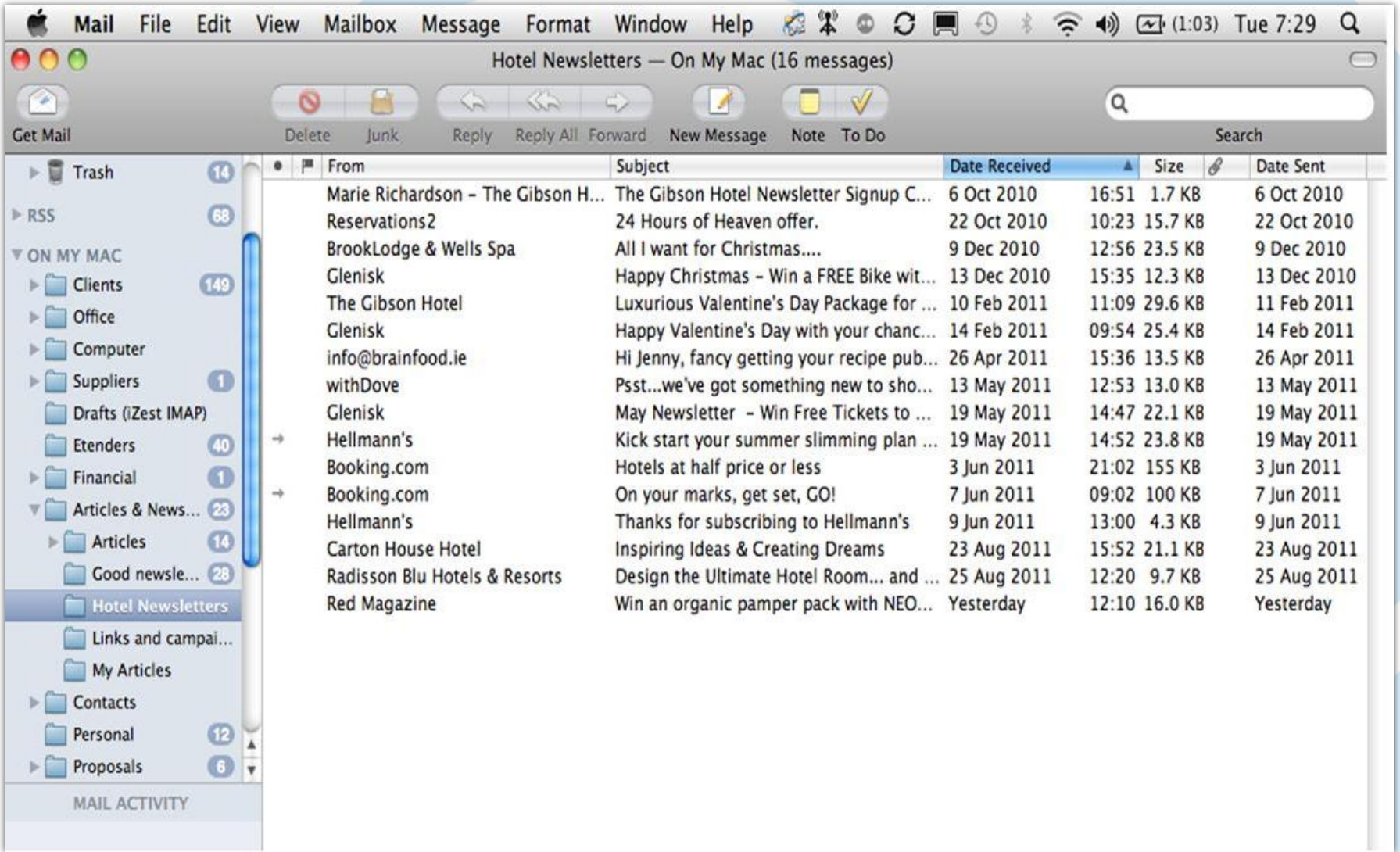


adjacent terms/phrases	rating ▲
Gift with	★
Gift Voucher from	★
gifts party	★
on gifts	★
Gift Voucher	★
Gift of Health	★
Holiday Jewelry	★
Free Gift with	★
Summer Gift	★
Anniversary Special Offer	★
Offer Reminder	★
Offers and	★
Latest Offers and	★
Hot New Offer	★
Daily Offer	★
Daily Offer Update	★
Offers and Voucher	★
Now Offering	★★

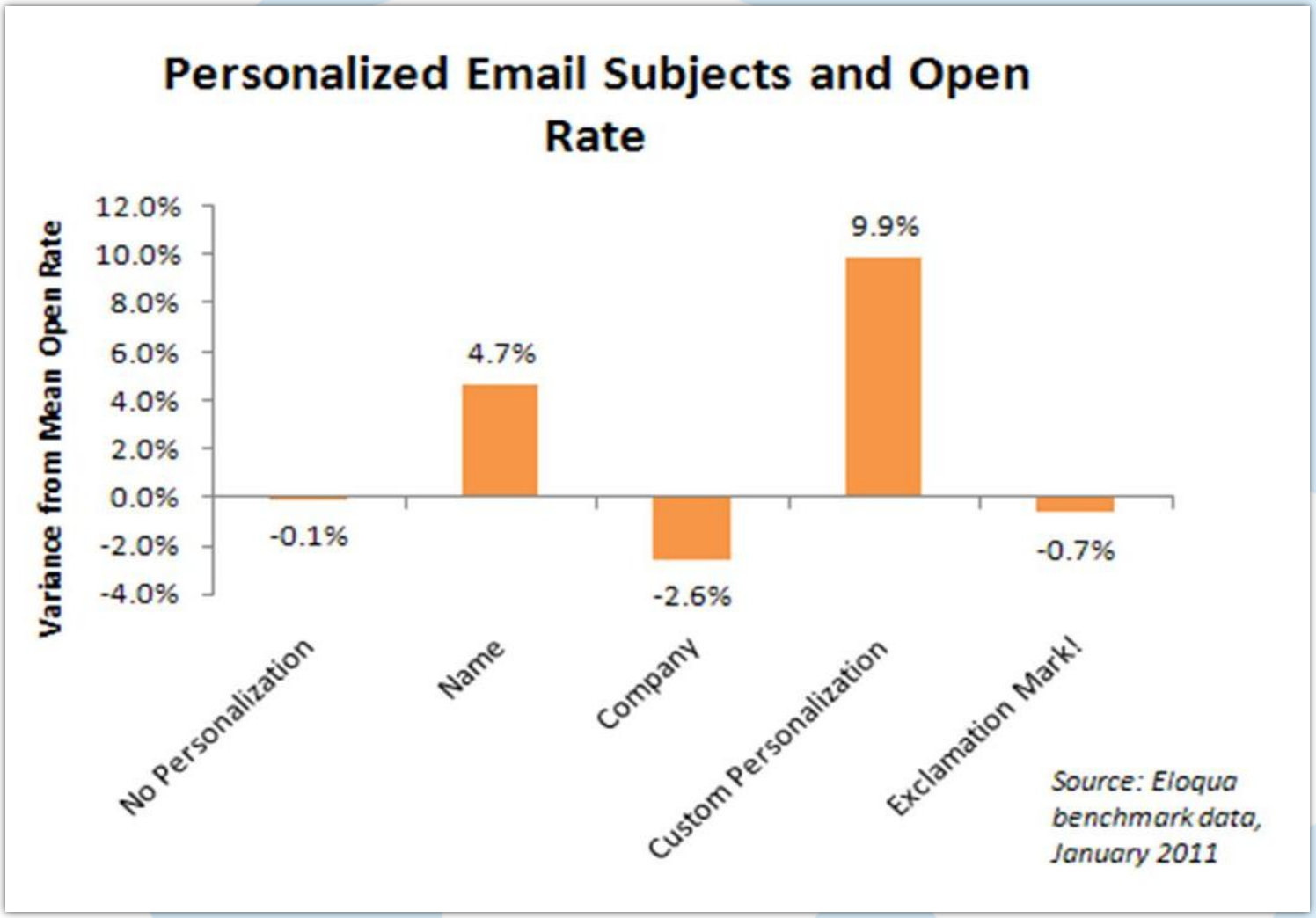
Subject Lines - Exercise

- Which of the following subject lines can you remember?
- Good or bad impressions?

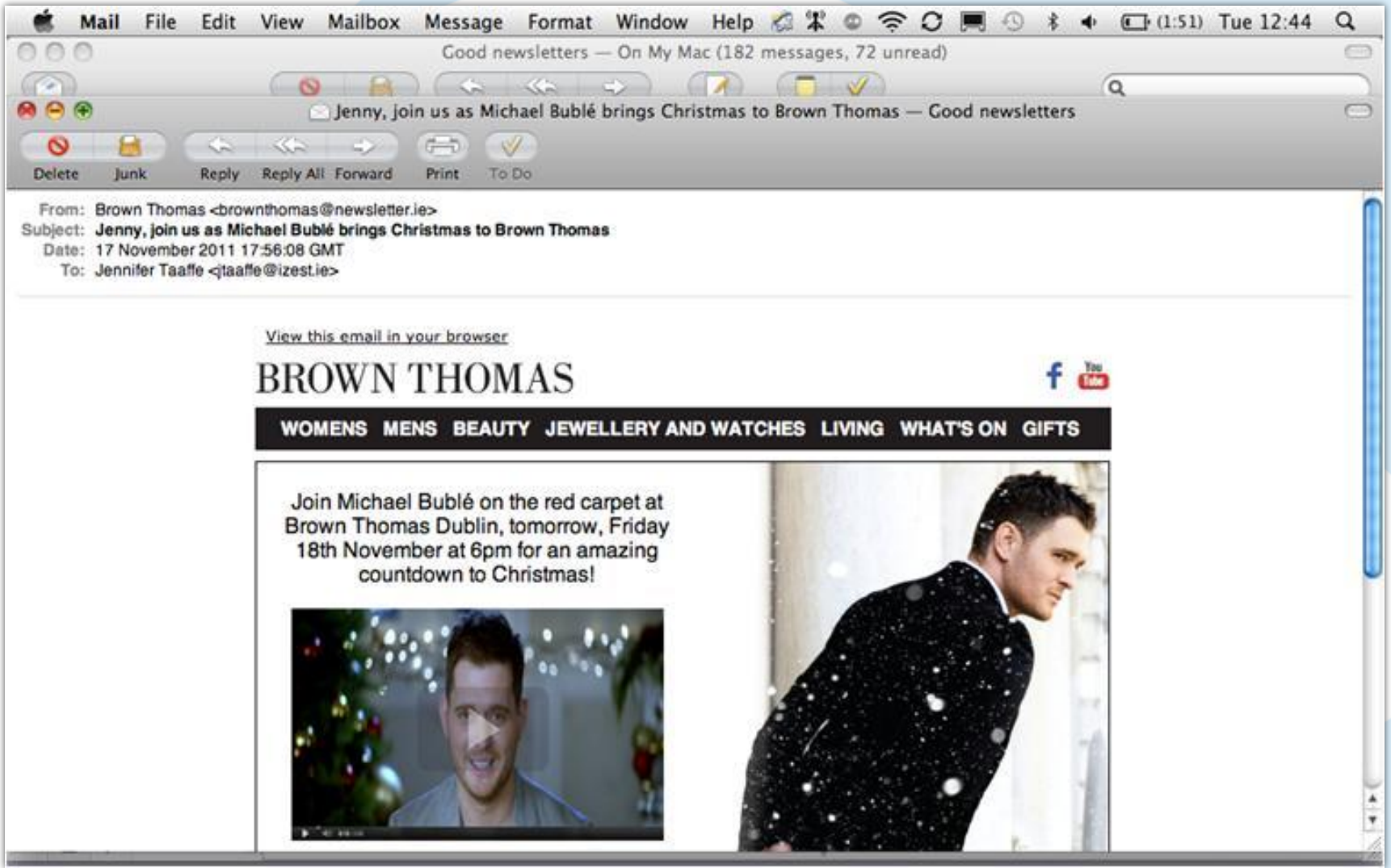
Subject Lines – Exercise



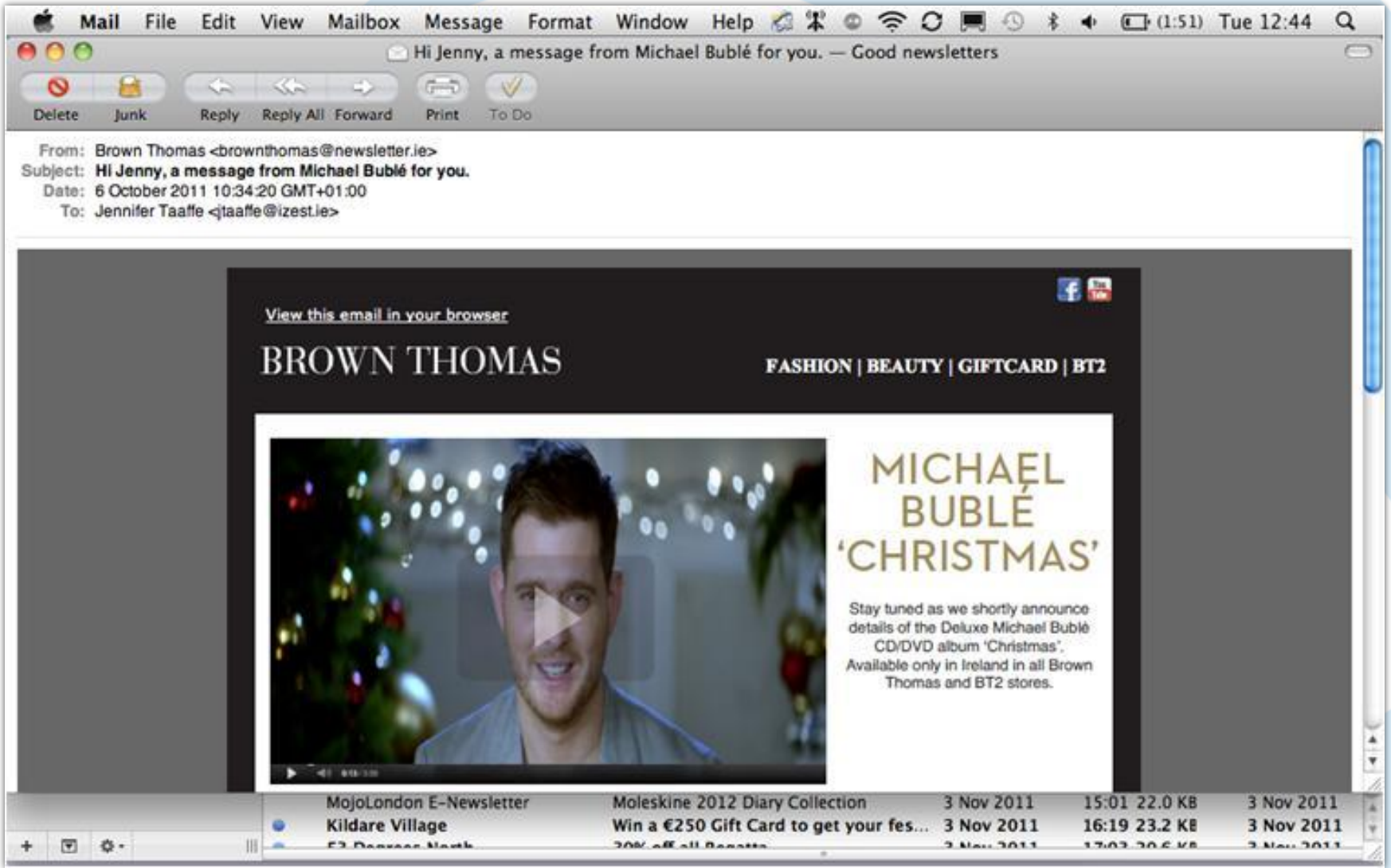
4. Personalisation



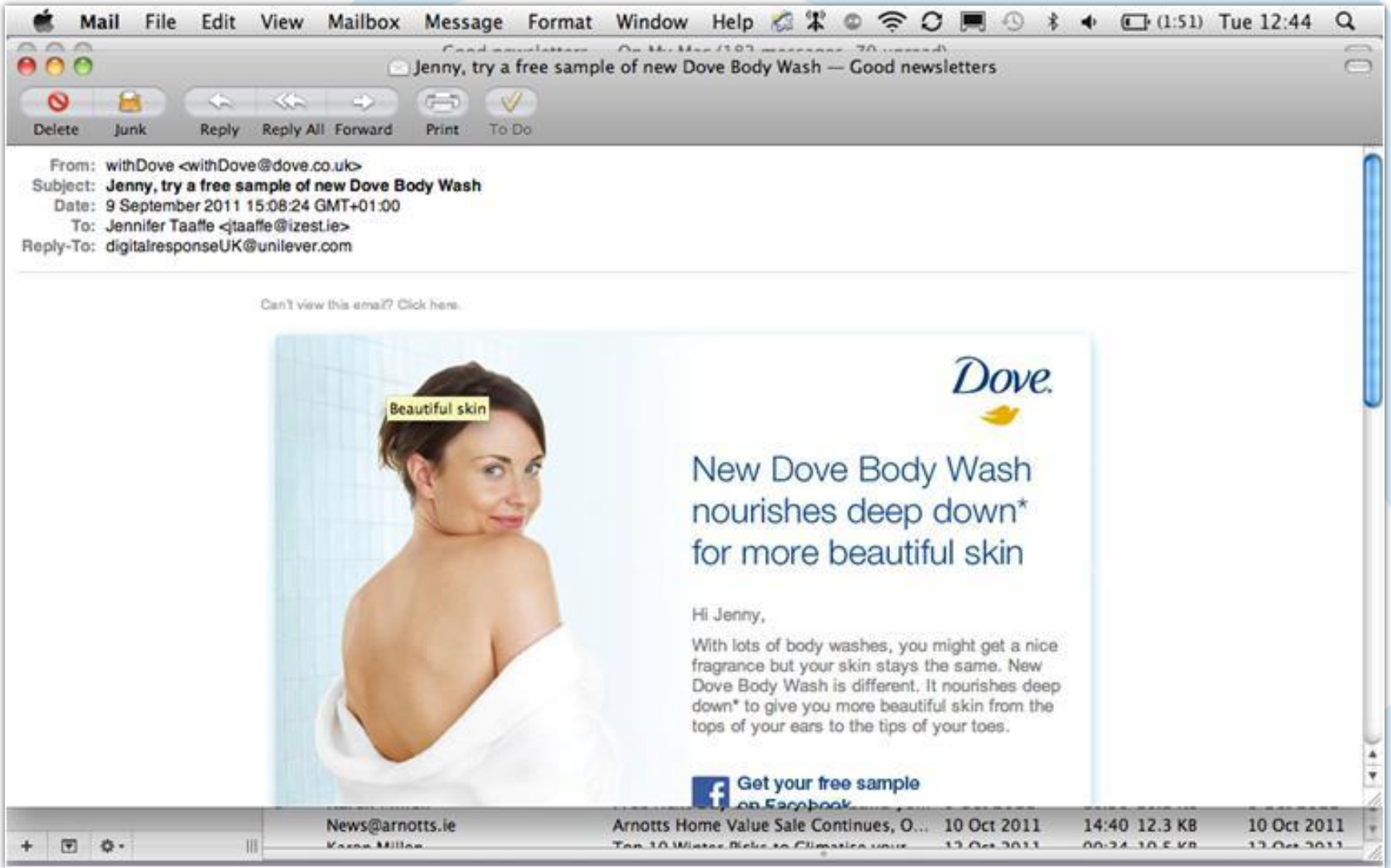
Personalised Subject Lines

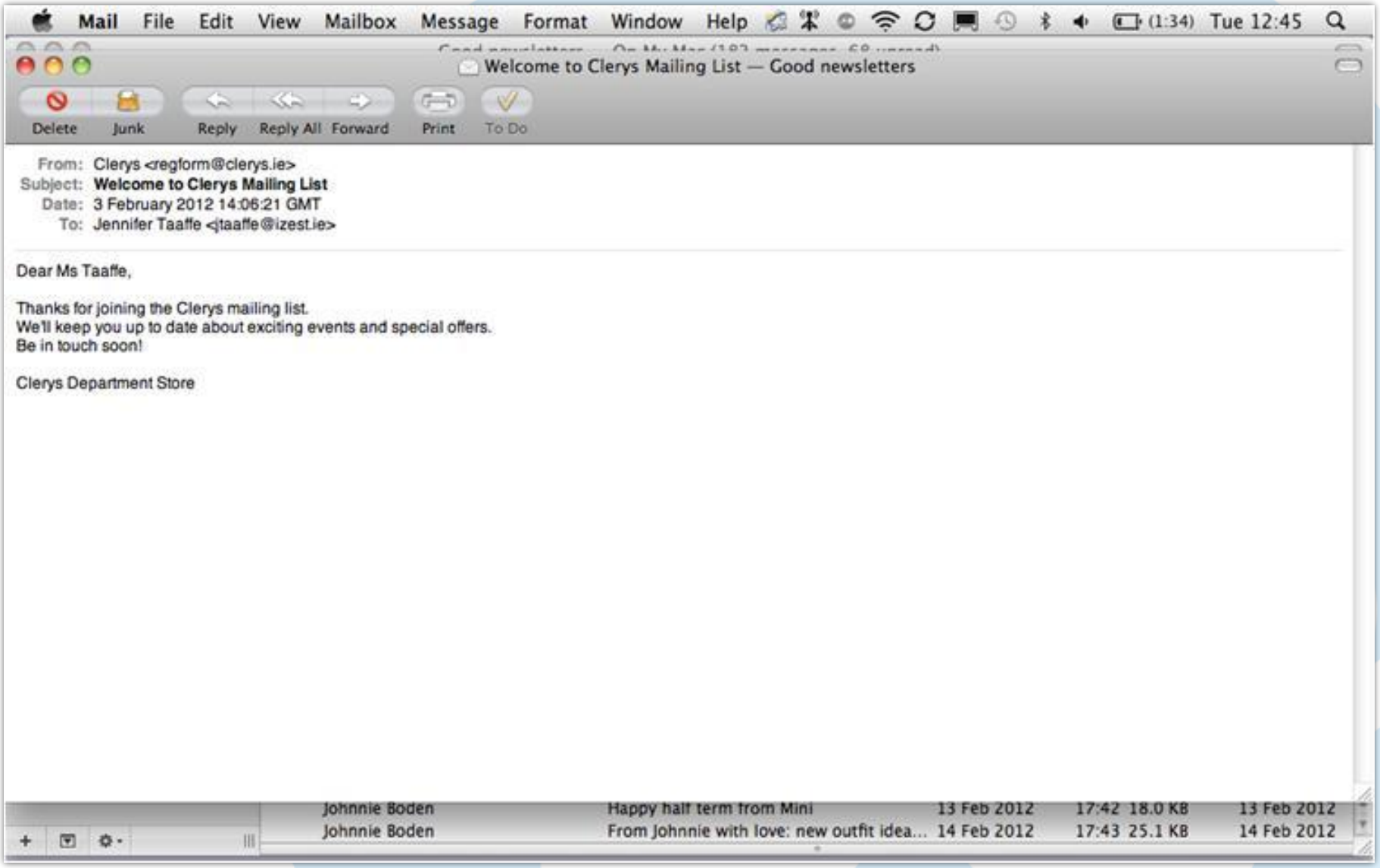


Personalised Subject Lines



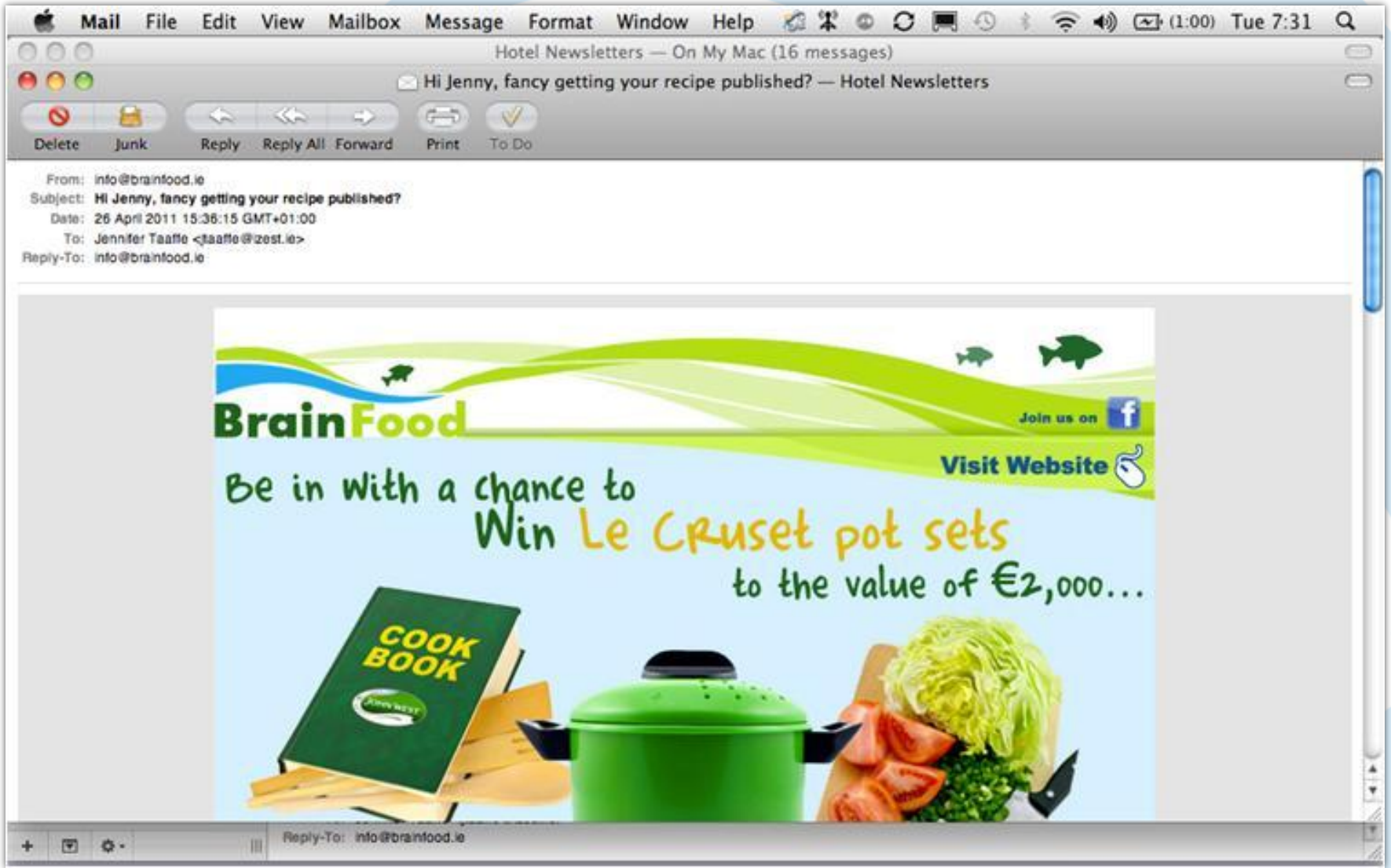
Personalised Subject & Content




Mail File Edit View Mailbox Message Format Window Help (1:34) Tue 12:45
Welcome to Clerys Mailing List — Good newsletters
Delete Junk Reply Reply All Forward Print To Do
From: Clerys <regform@clerys.ie>
Subject: Welcome to Clerys Mailing List
Date: 3 February 2012 14:06:21 GMT
To: Jennifer Taaffe <jtaaffe@izest.ie>
Dear Ms Taaffe,
Thanks for joining the Clerys mailing list.
We'll keep you up to date about exciting events and special offers.
Be in touch soon!
Clerys Department Store
Johnnie Boden Happy half term from Mini 13 Feb 2012 17:42 18.0 KB 13 Feb 2012
Johnnie Boden From Johnnie with love: new outfit idea... 14 Feb 2012 17:43 25.1 KB 14 Feb 2012

Personalised Subject & Content

Personalisation

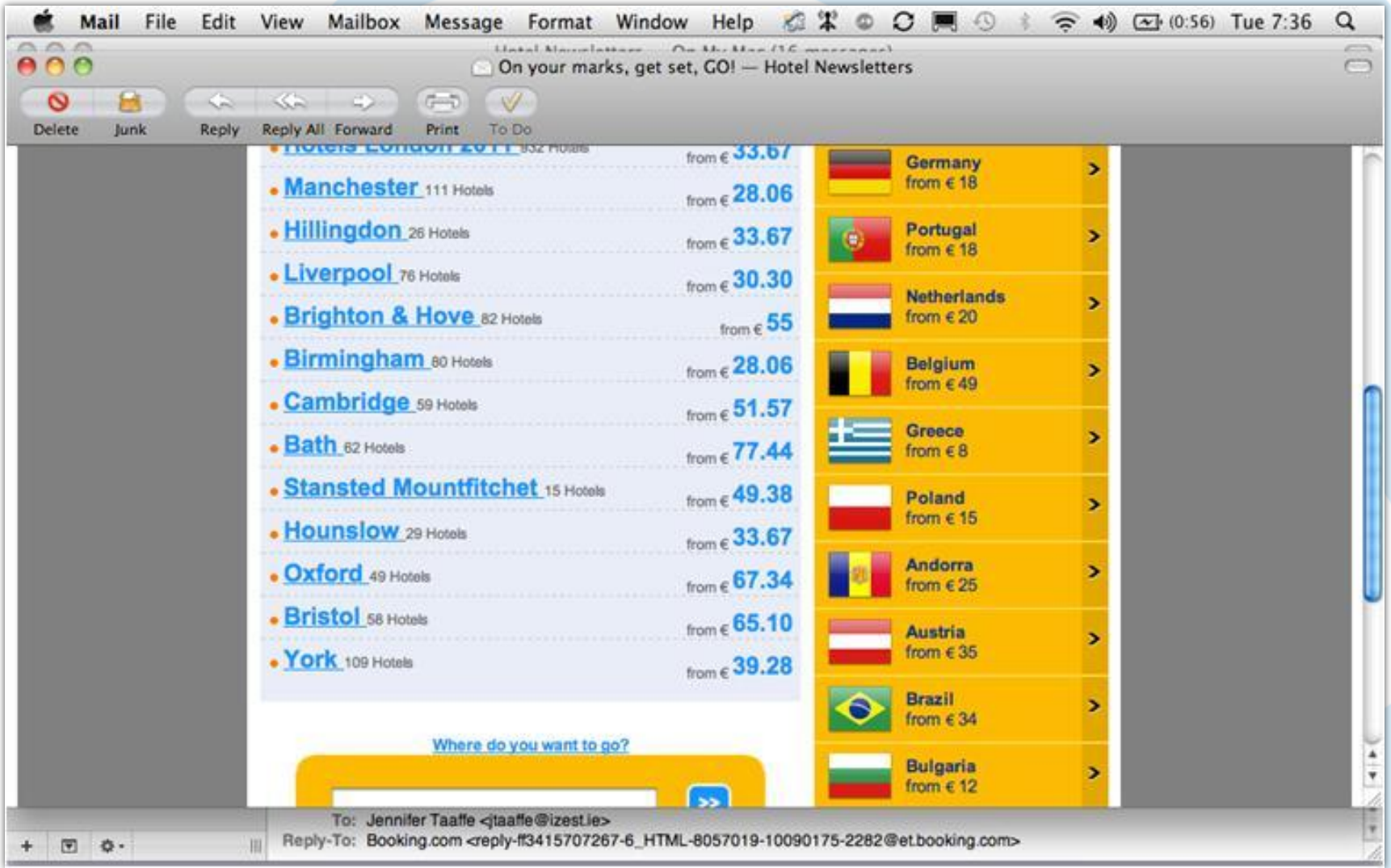


5. Email Length

- Keep your emails short and to the point!
- No more than 2-3 scrolls in each email

Email Length

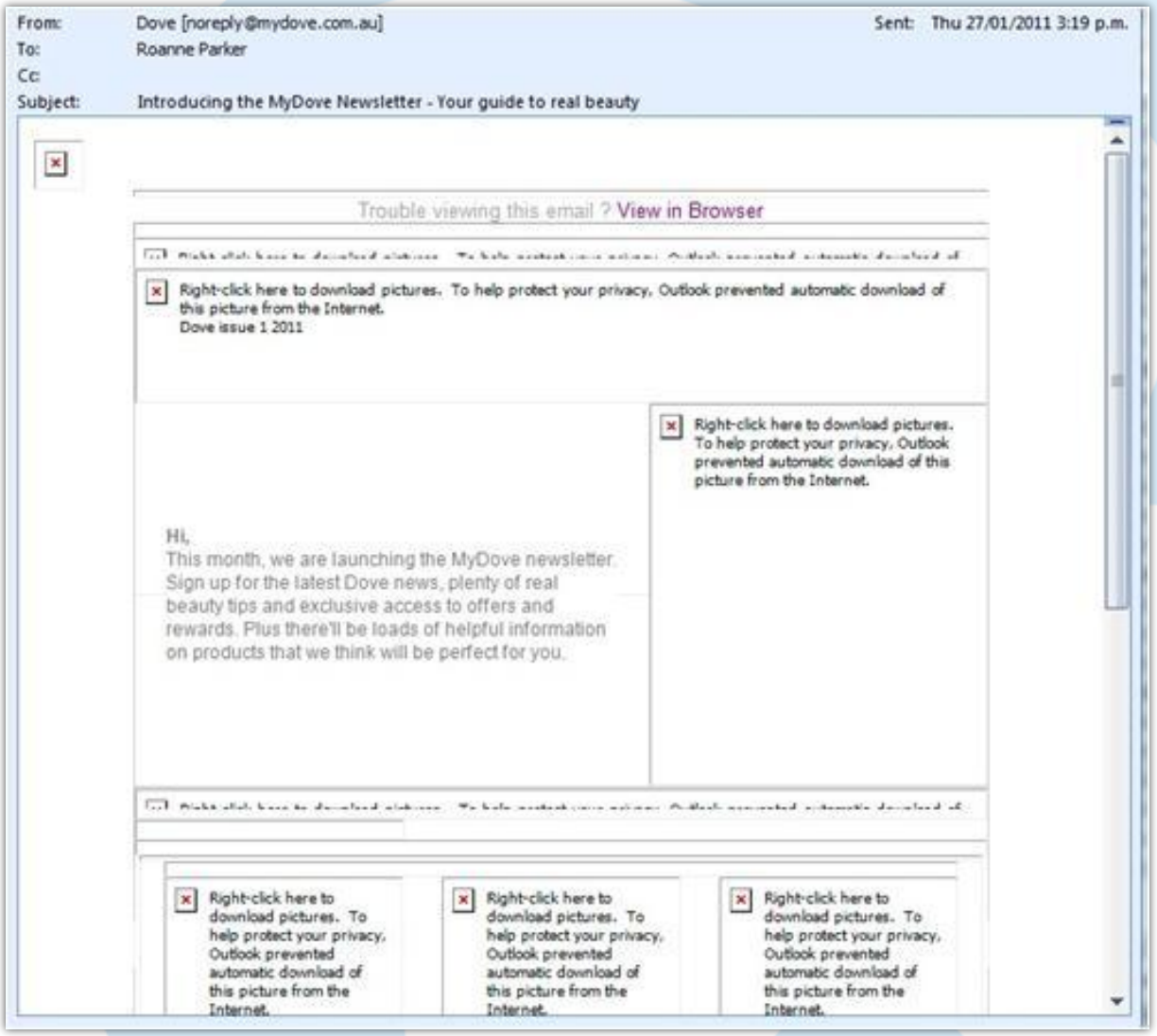
Email Length



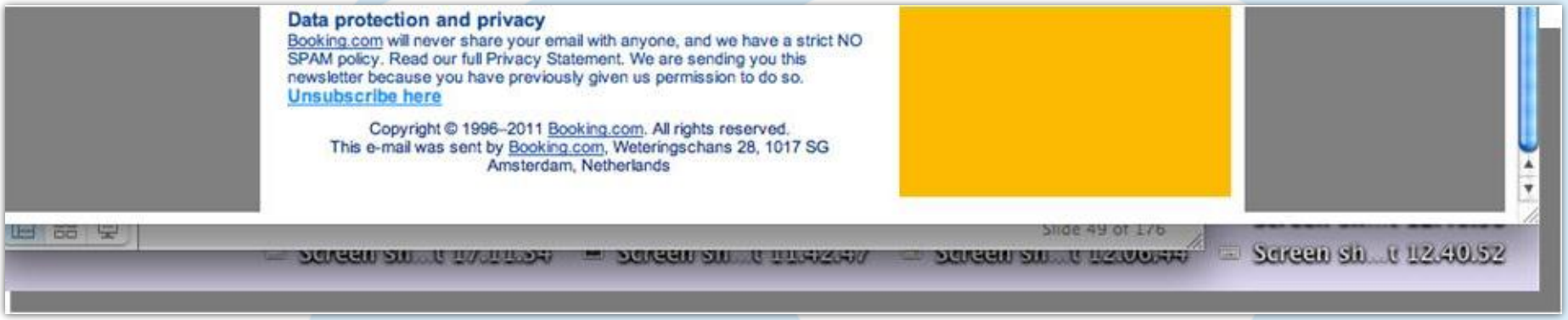
6. Email Content

- Interesting / different
- Relevant to audience
- Relevant to time of year
- Scannable
- Engaging (get me to do something!)

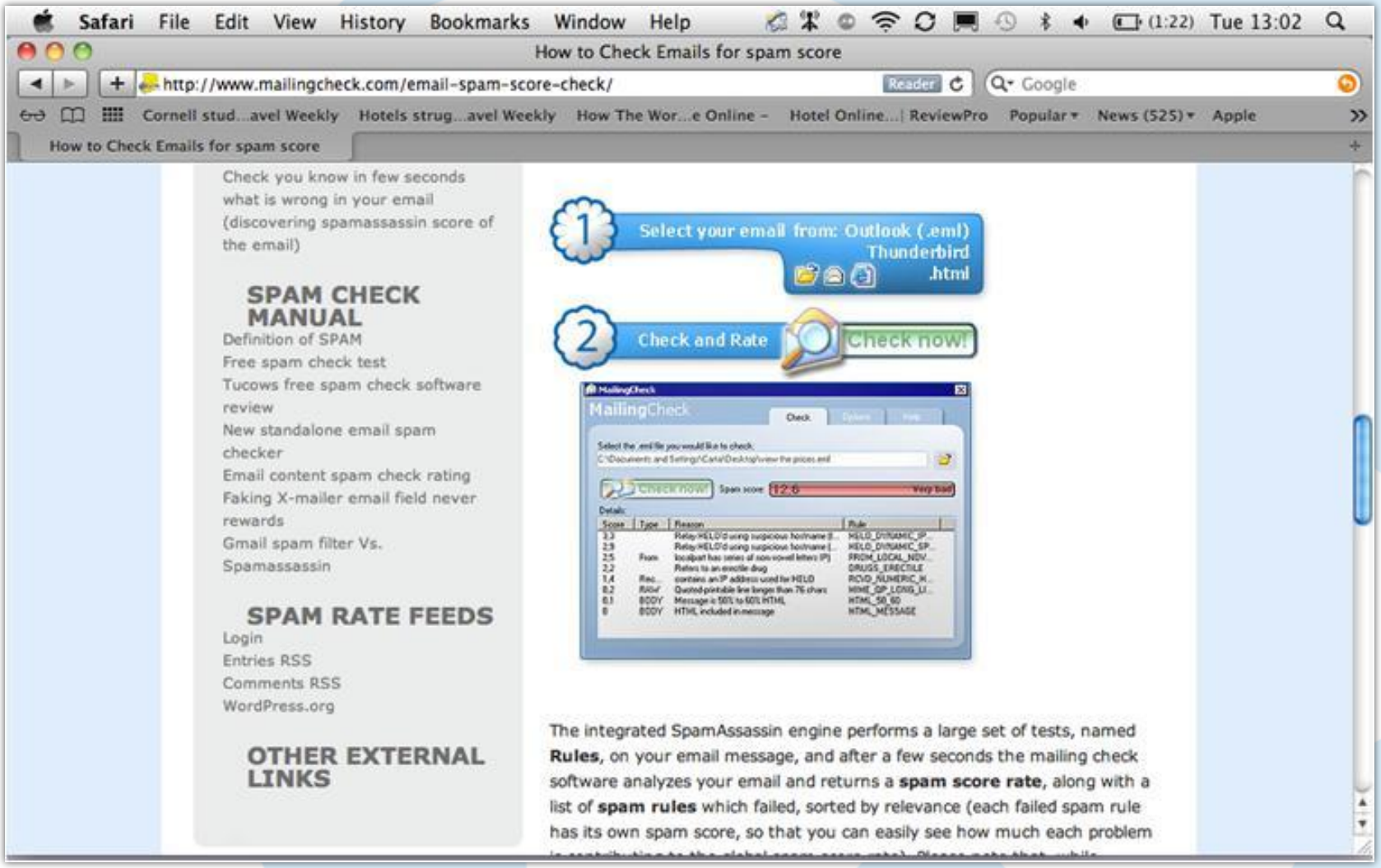
Blocked Images



7. Privacy/Unsubscribe



8. Spam Rating



Email Marketing Legislation

Requirements and Penalties

- The onus is on you to prove that you had the consent of the subscriber to send the email marketing material
- You must retain all consents for two years
- Fines up to €3,000
- Bad PR
- Understand difference between customer and not a customer

Building a Database

How can we build a database?

Building a Database

- Current Reservation Database
- Business Card Box – Lobby, Restaurant, Spa
- Checkout staff / guides
- In room comment cards
- Online Opt In
- Social Media Competitions

Building a Database

- Have a process that allows you collate all this information into one place
- Part of this process will be manual
- Best Practice: send a ‘Welcome’ email to new signups
- Make the unsubscribe process easy for the customer…and don’t leave yourself open to any complaints.

Email Database Formats

	A	B	C	D	E	F
1	Last Name	First Name	Email Address	Department	Locality	
2	Bloggs	Joe	a@email.com	Family	Local	
3	Bloggs	Joe	b@email.com	Family	National	
4	Bloggs	Joe	c@email.com	Family	International	
5	Bloggs	Joe	d@email.com	Business	Local	
6	Bloggs	Joe	e@email.com	Business	National	
7	Bloggs	Joe	f@email.com	Business	International	
8	Bloggs	Joe	h@email.com	Spa	Local	
9	Bloggs	Joe	i@email.com	Spa	National	
10	Bloggs	Joe	j@email.com	Spa	International	
11	Bloggs	Joe	k@email.com	Restaurant	Local	
12	Bloggs	Joe	l@email.com	Restaurant	National	
13	Bloggs	Joe	m@email.com	Restaurant	International	
14	Bloggs	Joe	n@email.com	Leisure Centre	Local	
15	Bloggs	Joe	o@email.com	Family	National	
16	Bloggs	Joe	p@email.com	Business	International	
17						
18						
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25						
26						
27						

Master | Restaurant | Spa | Family Holidays | Business | Conference | Wedding

Set Targets - Exercise

Existing Database	
New Targets	
Online:	
Offline:	

Set Targets - Exercise

Existing Database	**1,775**
Past mid-week guests	500
Past weekend guests	1,100
Fishing enthusiasts	175
New Targets	**1,350**
Online:	
Website sign-up	250
Facebook competition	400
Offline:	
Trade Fair Competition	300
Business Card Collection	400

Steps to Achieving Targets

Source	Action Required	By
Current Reservation Database		
Business Card Collection	Lobby: Restaurant: Bar: Spa: Conferences:	
Checkout Staff / Guides		
In Room Comment Cards		
Social Media Campaign		

Steps to Achieving Targets

Source	Action Required	By
Current Reservation Database	Extract guest details by date of stay / visit and type of booking	30/11
Business Card Collection	Lobby: Place collection box + explanation / incentive Restaurant: Bar: Spa: Conferences:	
Checkout Staff / Guides	Provide newsletter signup cards (incl opt-in) to relevant staff + explain their use and importance.	
In Room Comment Cards	Incorporate (and incentivise) newsletter opt-in at next print run	31/12
Social Media Campaign	Integrate newsletter signup form on Facebook page Run a Twitter campaign for newsletter sign-up	

Email Marketing Strategy

Existing Strategy

- Why are you sending emails?
- Who are you sending them to?
- How often are you sending them?
- Who is writing them?
- What return are you getting on them?

***See Exercise 3 in the Workbook**

	Travel And Tourism Statistics
Open Rate	14.50%
Click Rate	2.71%
Soft Bounce Rate	0.84%
Hard Bounce Rate	0.83%
Abuse Complaint Rate	0.05%
Unsubscribe Rate	0.17%

Source: Mailchimp 2010

Workbook Exercise

Segment / Audience	Aim of Emails	Frequency	Target Open Rate	Target Click-Thru Rate	Target Sales

*See Exercise 3 in the Workbook

Workbook Exercise

Segment / Audience	Aim of Emails	Frequency	Target Open Rate	Target Click-Thru Rate	Target Sales
Past mid-week guests	Increase mid-week occupancy Build affection for brand	Quarterly	20%	5%	€38,500
Families with children	Sell mid-term packages	3 weeks before mid-term	15%	3%	€22,000

*See Exercise 3 in the Workbook

Work Book Schedule

Type	January	February	March	April	May	June
Type	**July**	**August**	**September**	**October**	**November**	**December**

*See Exercise 3 in the Workbook

Work Book Schedule

Type	January	February	March	April	May	June
Mid-week past guests	Winter Blues			Activity Breaks		Summer Offers
Families with children		Easter Breaks			Summer Breaks	
Christmas party corporate	Follow up + survey					Touch base + teaser
Type	**July**	**August**	**September**	**October**	**November**	**December**
Mid-week past guests			Cosy Getaways			
Families with children				Halloween Breaks		
Christmas party corporate			Options + bookings		Final Details	

*See Exercise 3 in the Workbook

Self Managed Email Systems

Creating your own emails

Toddle
Email Marketing for Small Business

Circulator
Email Marketing

Constant Contact®

NEWSWEAVER
powering email engagement

NEWSLETTER.IE

Email Marketing Systems

- Hundreds of providers
- Many advertised as a free service
- Different functionality on all of them
- Varying degrees of difficulty
- Varying degrees of reputation
- Different volumes with each provider

Self Managed Email Systems

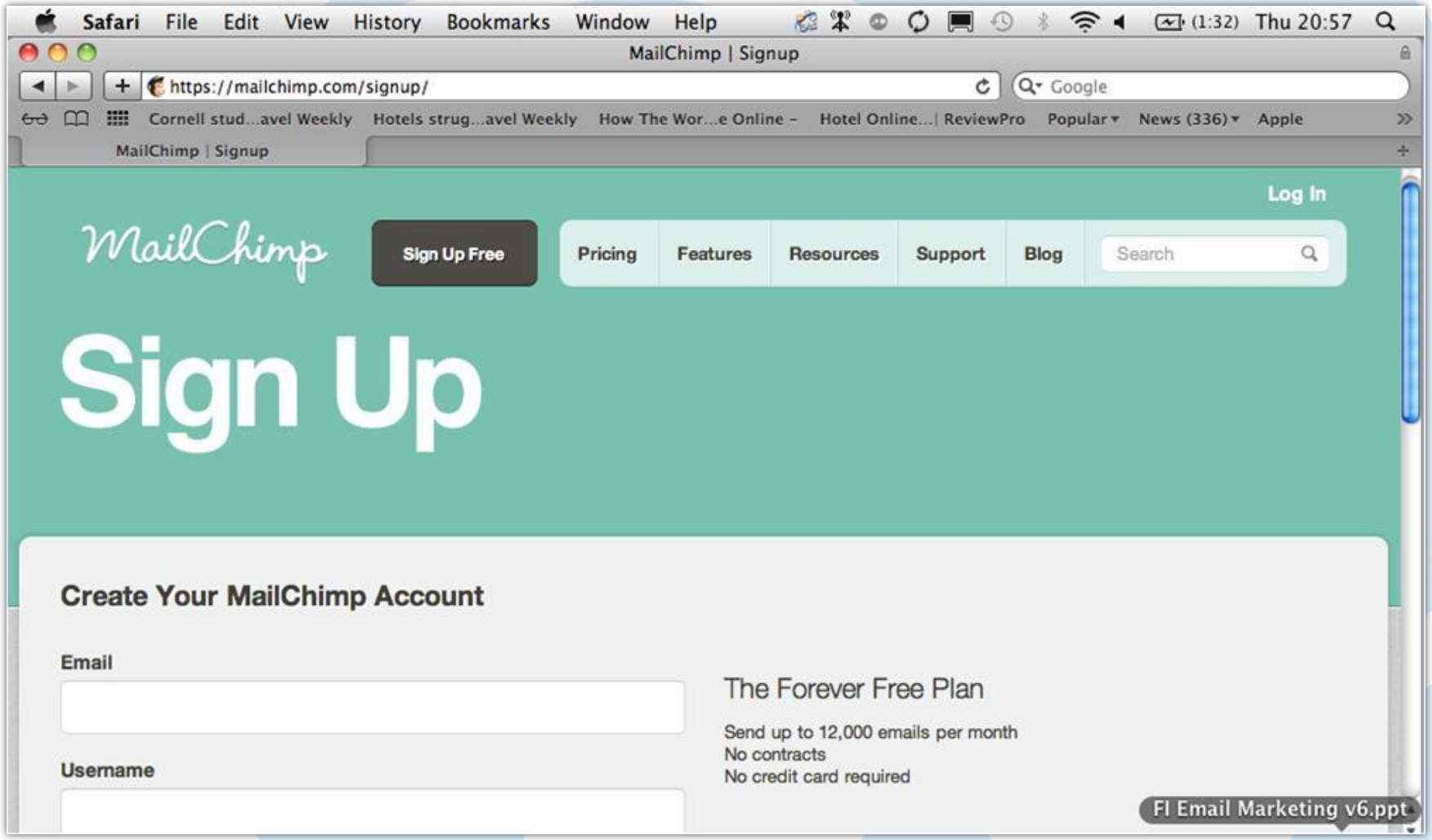
Provider	Constant Contact	Mail Chimp	iContact	Newsweaver
Cost Per Month	$15 Per Month / 500 Email Addresses $30 Per Month / 2500 Email Address	$10 Per Month / 500 Email Addresses $15 Per Month / 1000 Email Addresses $30 Per Month / 2500 Email Addresses	$10 Per Month / 500 Email Addresses $29 Per Month / 2500 Email Addresses $47 Per Month / 2500 Email Addresses	€250 Per Month 10,000 emails
Free Trial	60 Days	30 Days	30 Days	30 Days
Spam Checking	Yes	Yes	Yes	Yes
Positive	Very Flexible Templates	Offers Google Analytics / Offers A/B Testing	300 Templates Included	Experience in Irish Hotel Market
Negative	Poor Reporting Options For Conversion	No Telephone Support	No Conversion Tracking	More Difficult to Open an account
Import Mailing List	Yes	Yes	Yes	Yes
Inbox Inspector	Yes	Yes (Not on Free Version)	Yes	Yes
Ease of Use*	★★★	★★★	★★★	★★★★★
Template Choice	★★★	★★★	★★★★	★★★★★
Customised Templates	Yes €599	Yes	Yes	Yes €300 (1 Newsletter, 1 Flyer)

*Ease of Use: When scored this feature based on the number of practical tools offered to easily create effective email marketing campaigns

- In particular we paid attention to photo resizing which can be difficult task.

Mail Chimp
Live Demo & Exercise

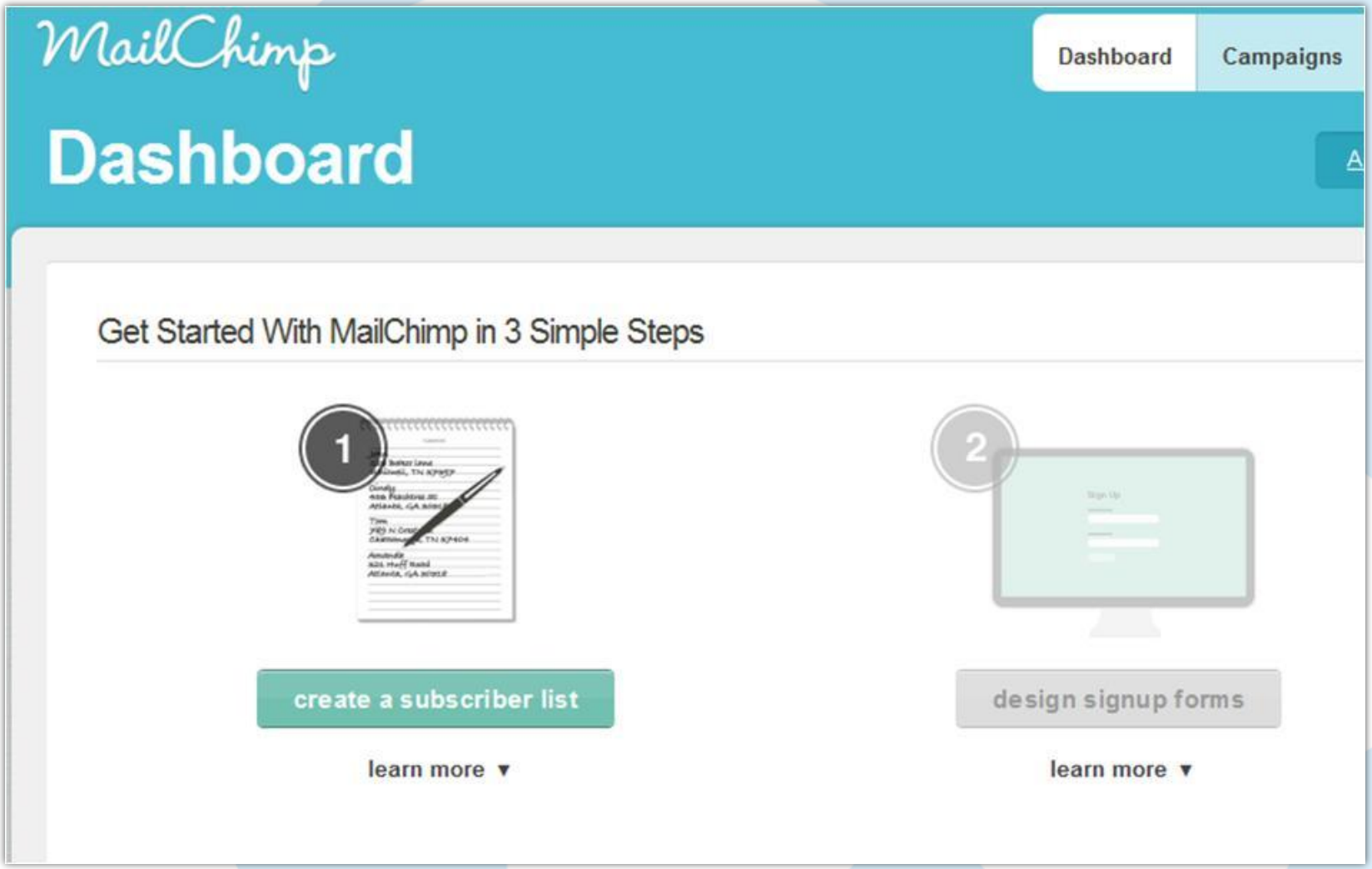
Sign Up and Activate Account



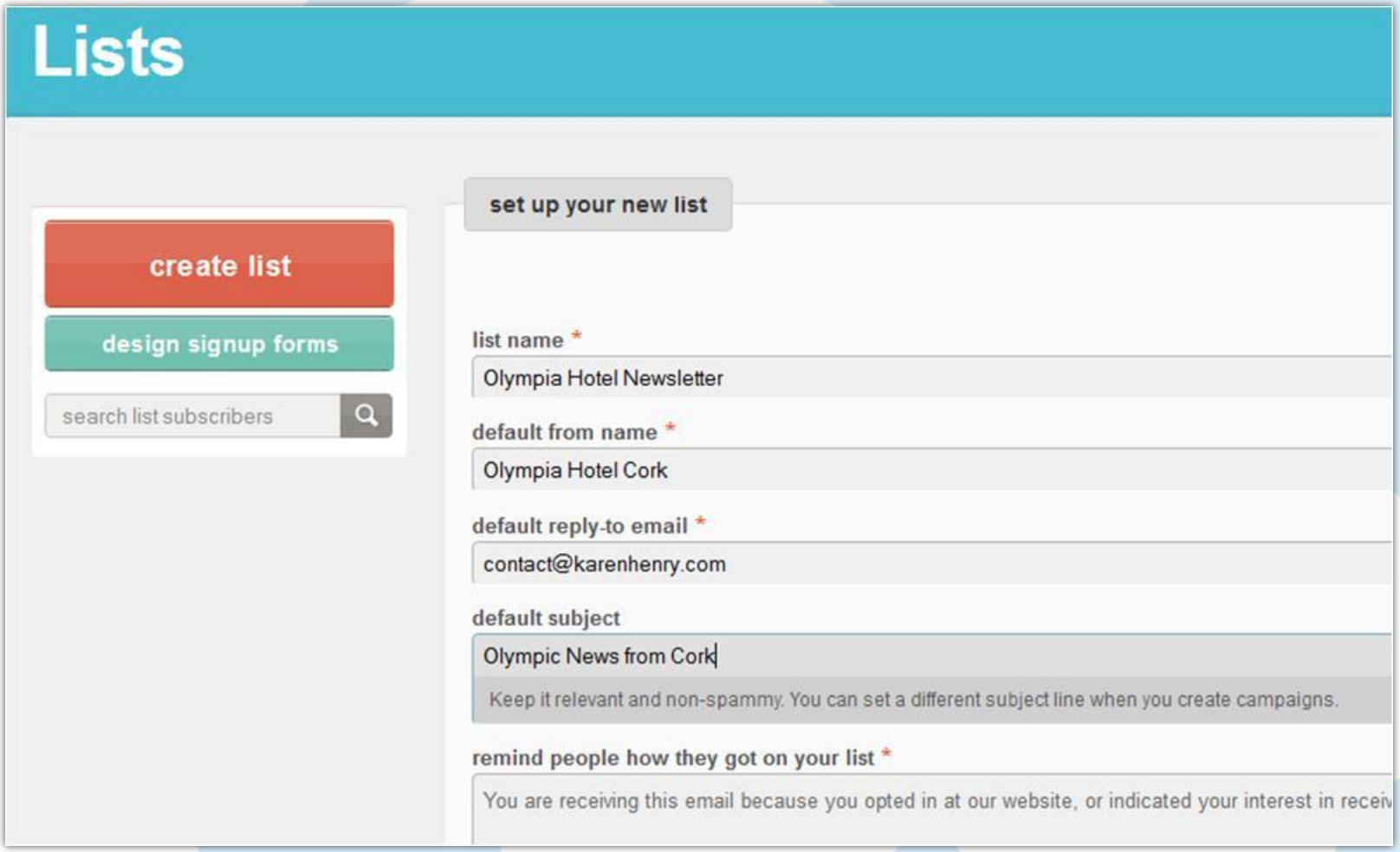
Password Tip!

Never use your email password on any other website

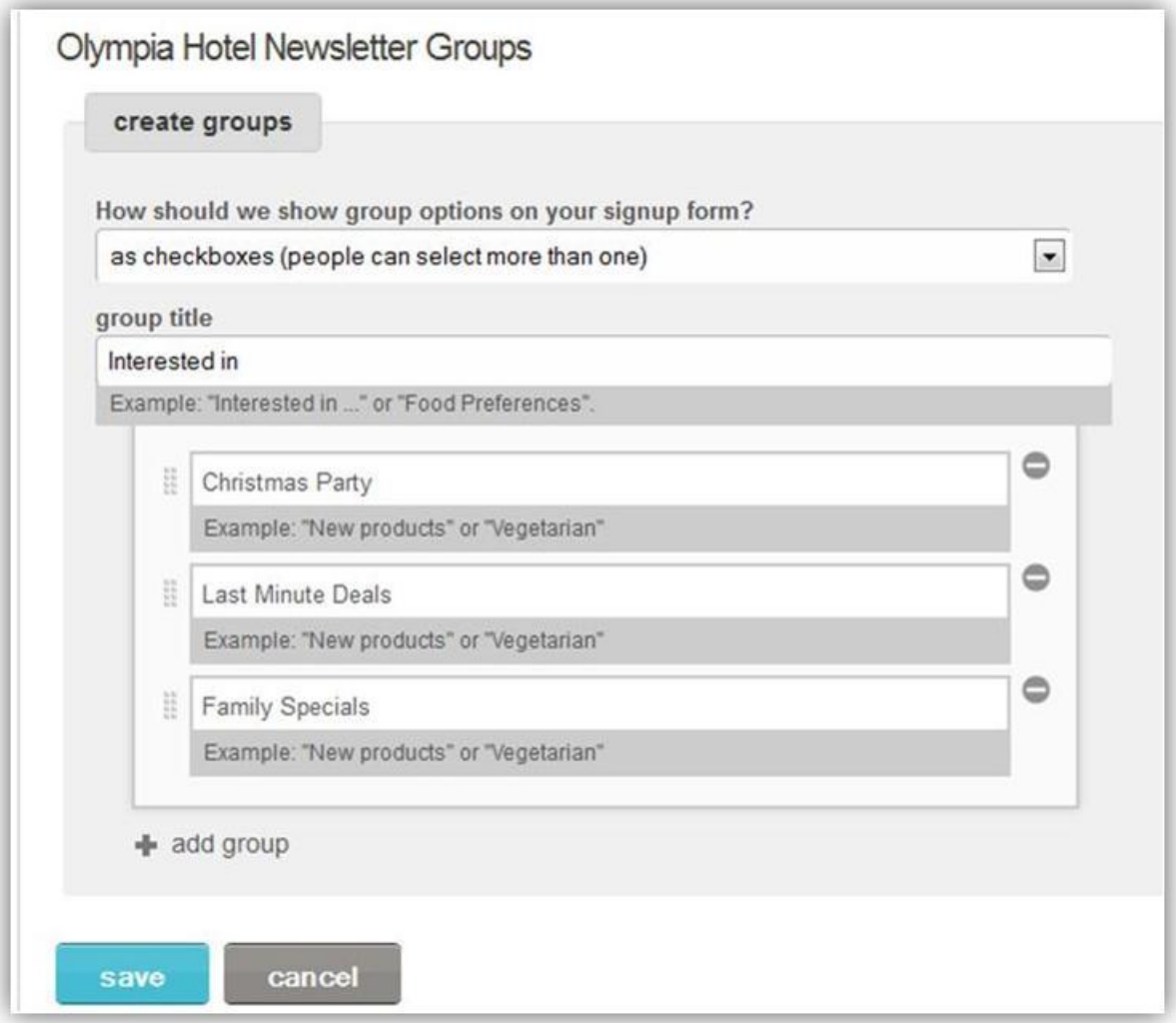
Create a Subscriber List



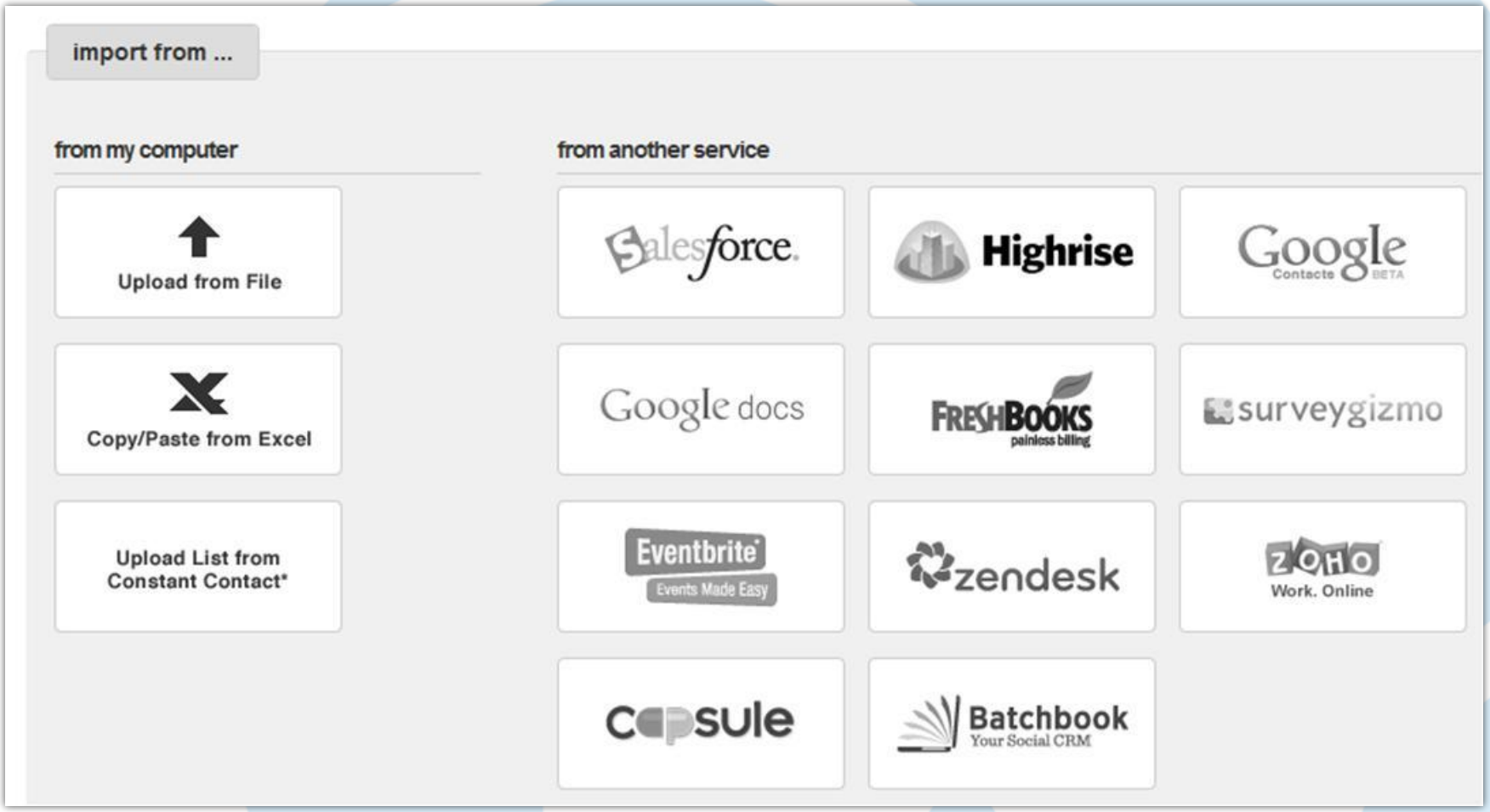
Create List


Lists
create list
design signup forms
search list subscribers
set up your new list
list name *
Olympia Hotel Newsletter
default from name *
Olympia Hotel Cork
default reply-to email *
contact@karenhenry.com
default subject
Olympic News from Cork
Keep it relevant and non-spammy. You can set a different subject line when you create campaigns.
remind people how they got on your list *
You are receiving this email because you opted in at our website, or indicated your interest in receiv

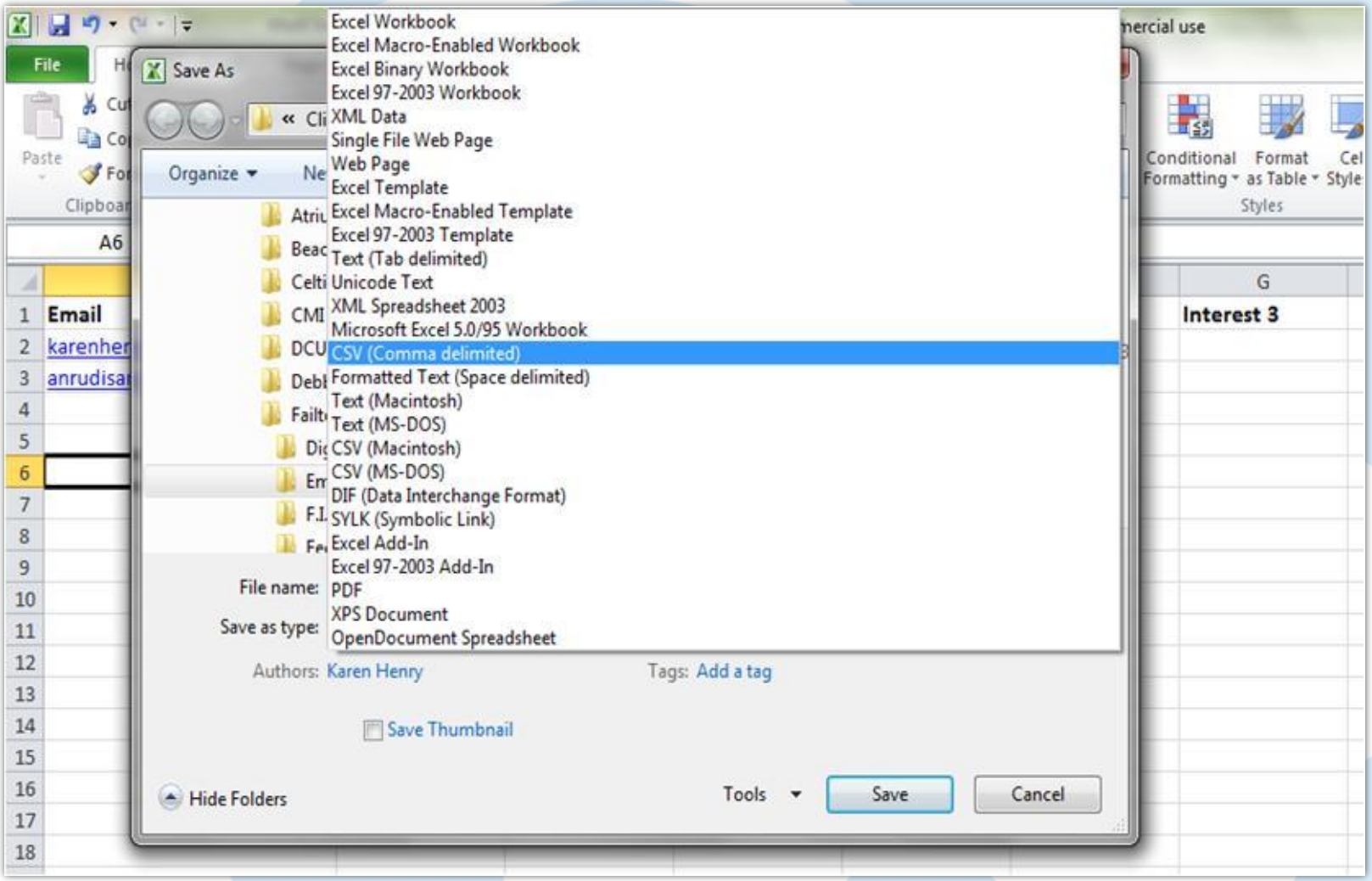
Create Groups



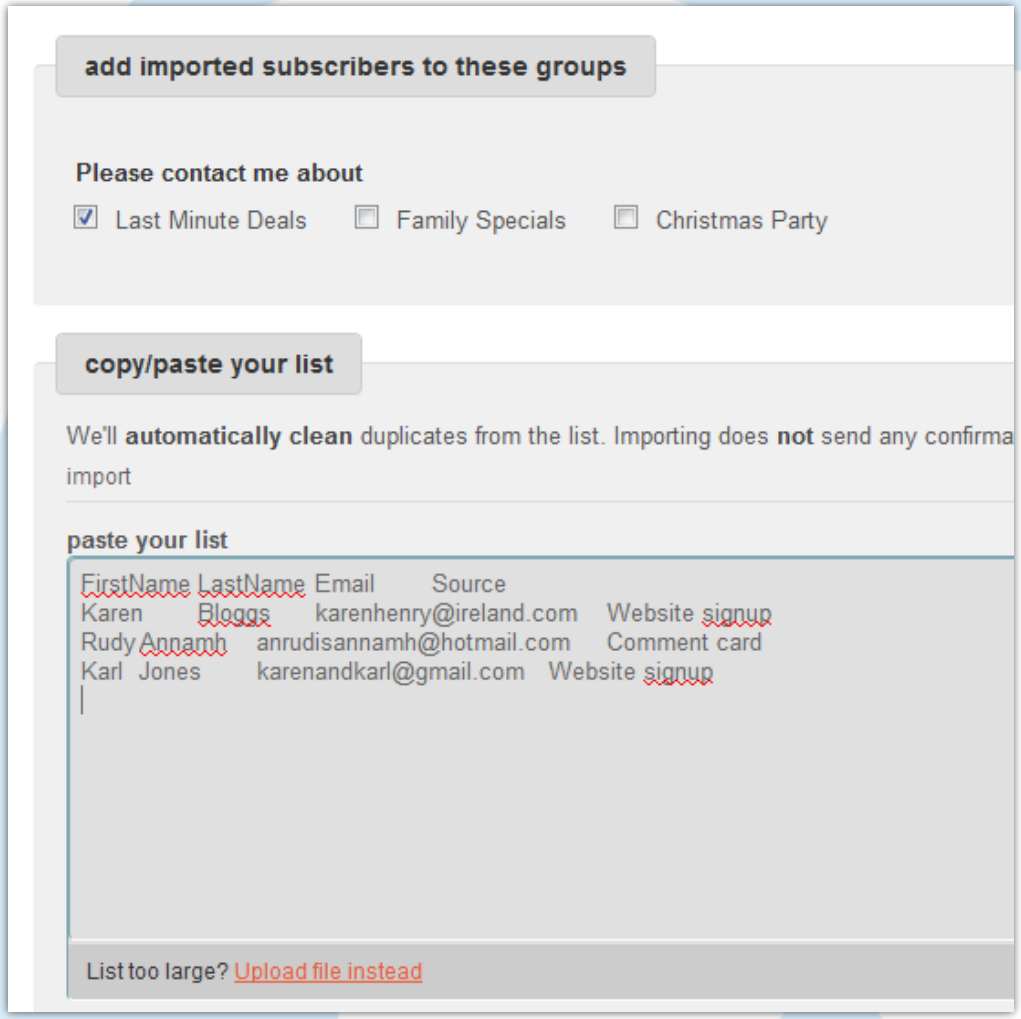
Import Subscribers



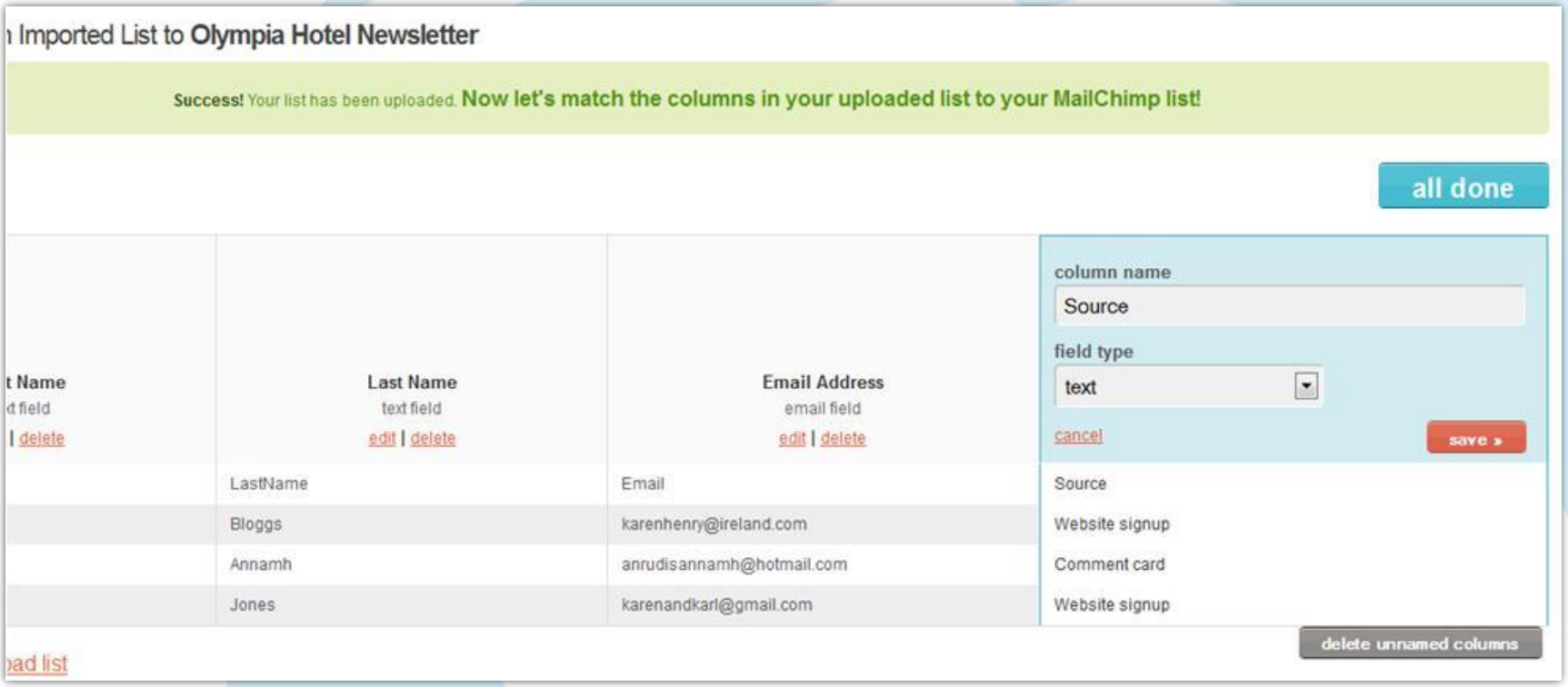
Save Excel as CSV File



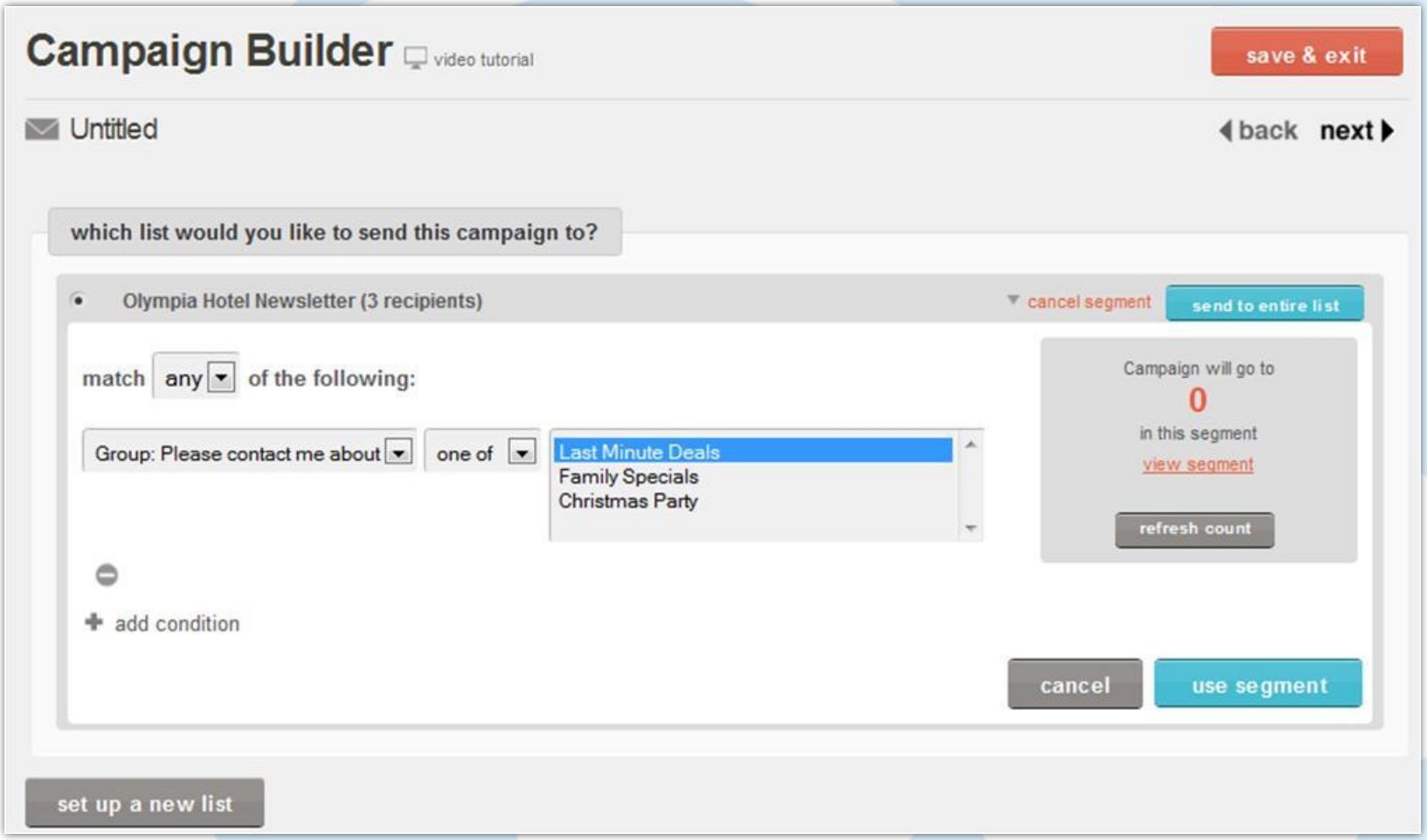
Import Group



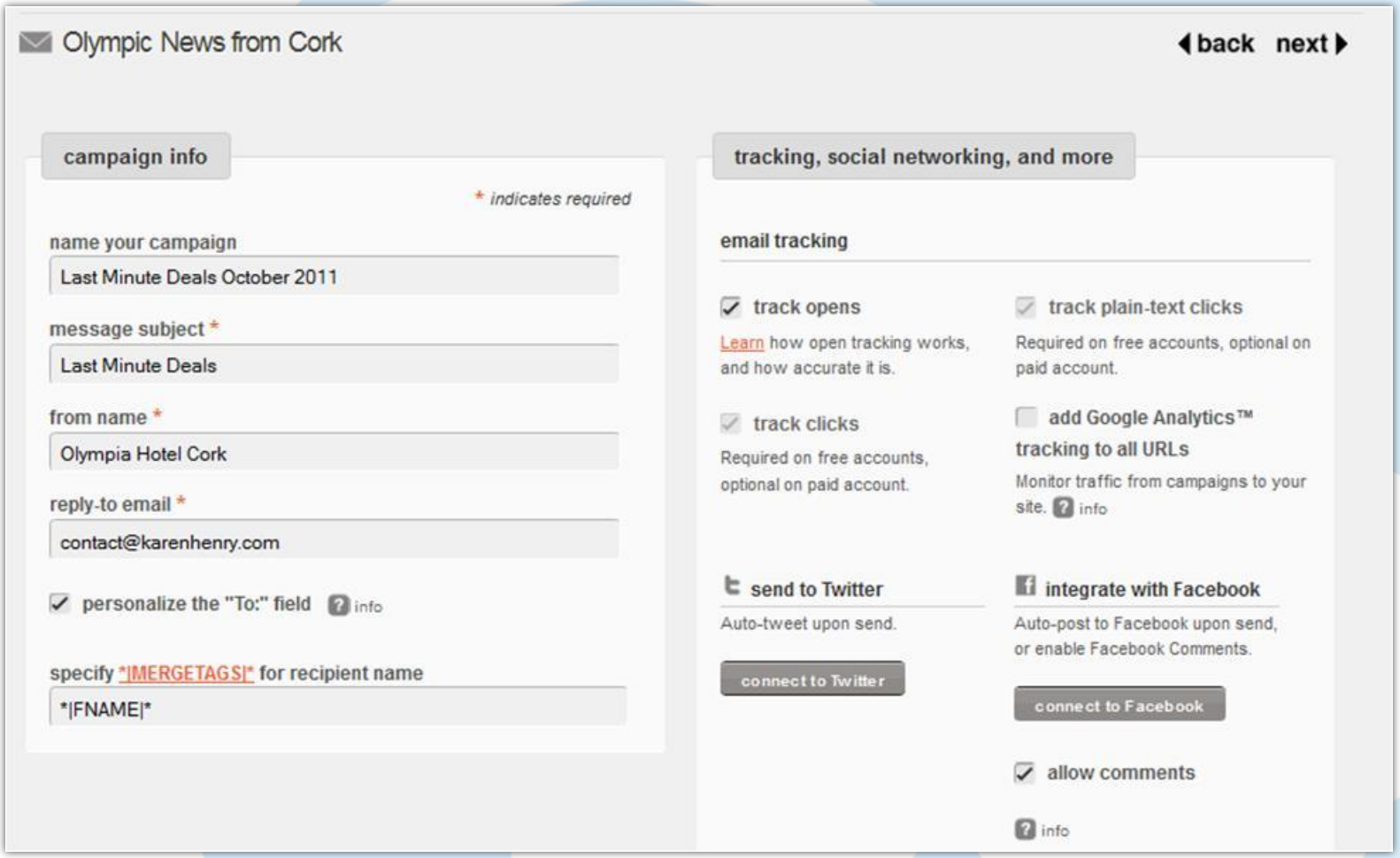
Match Columns (Fields)



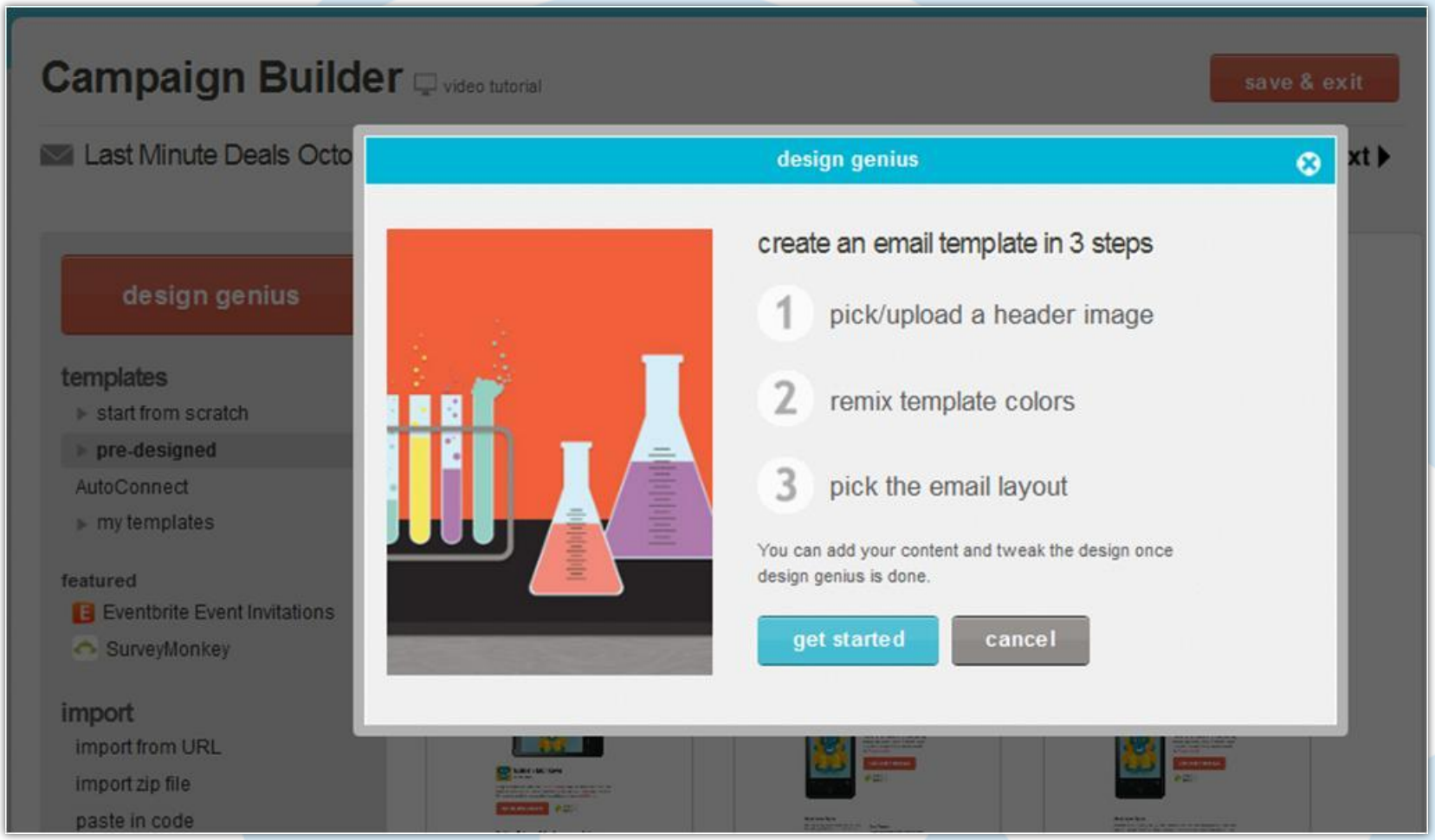
Create and Send a Campaign



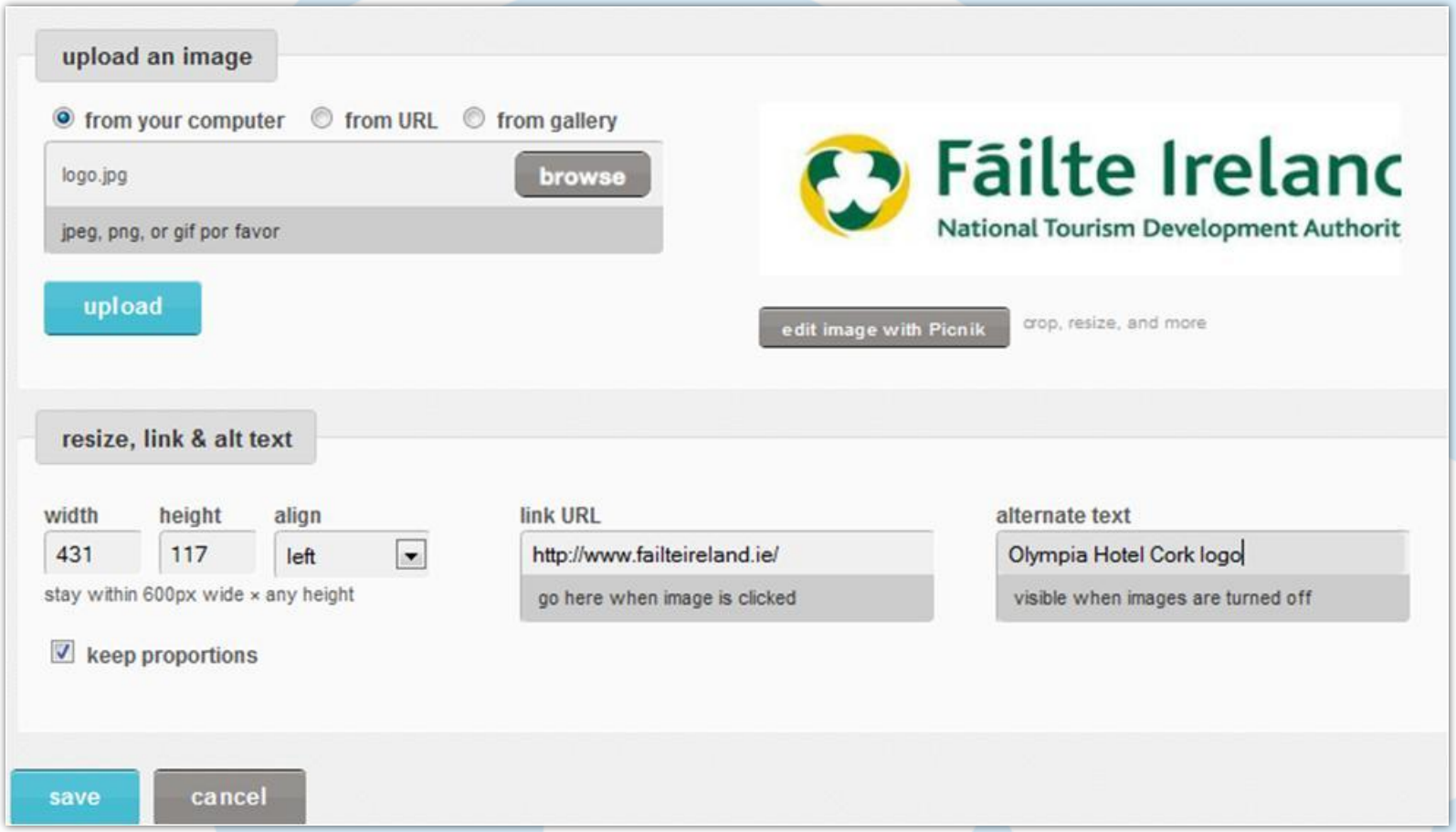
Specify Subject, Tracking...



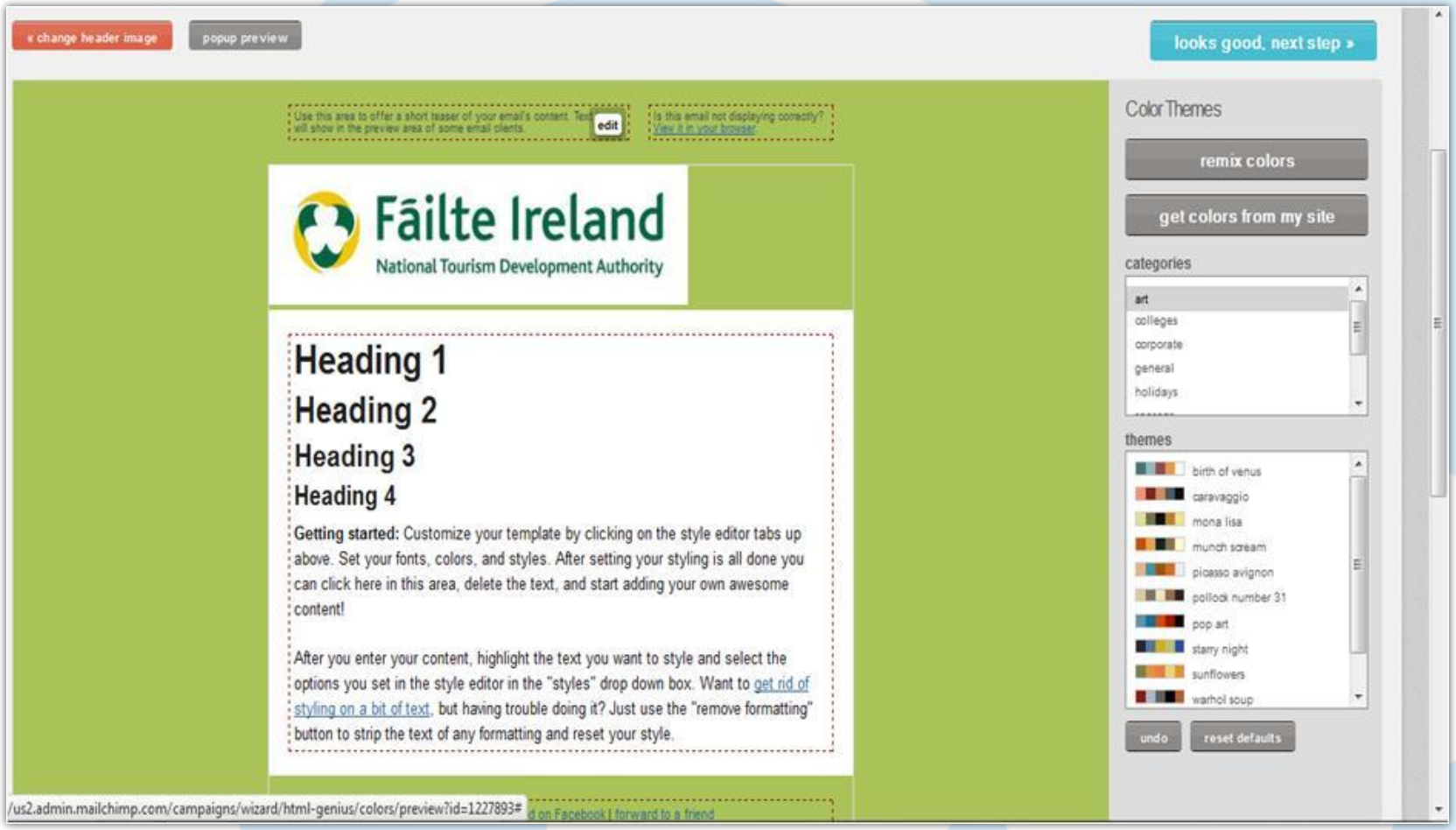
Custom or Template Design



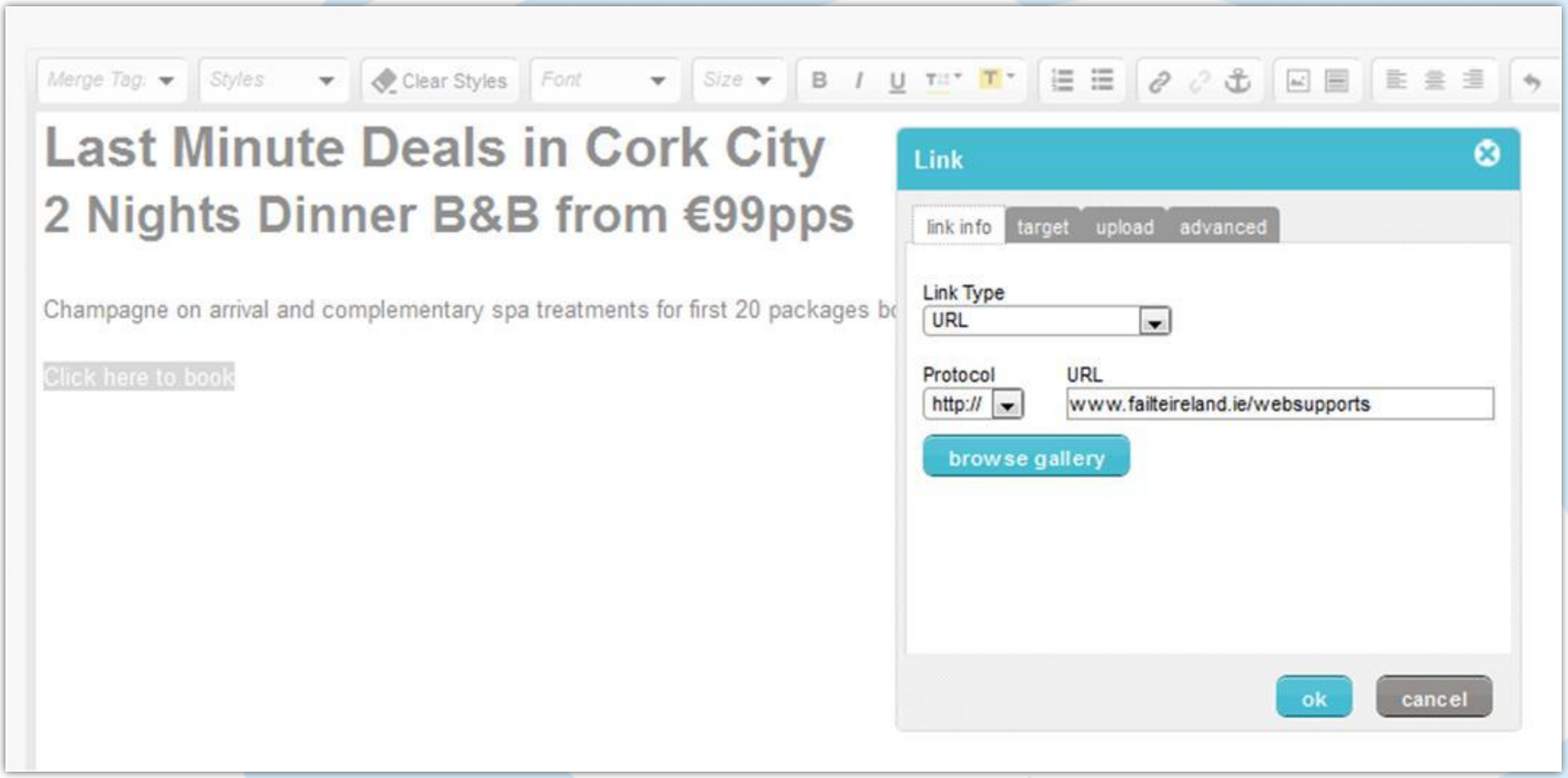
Upload Header



Edit Content

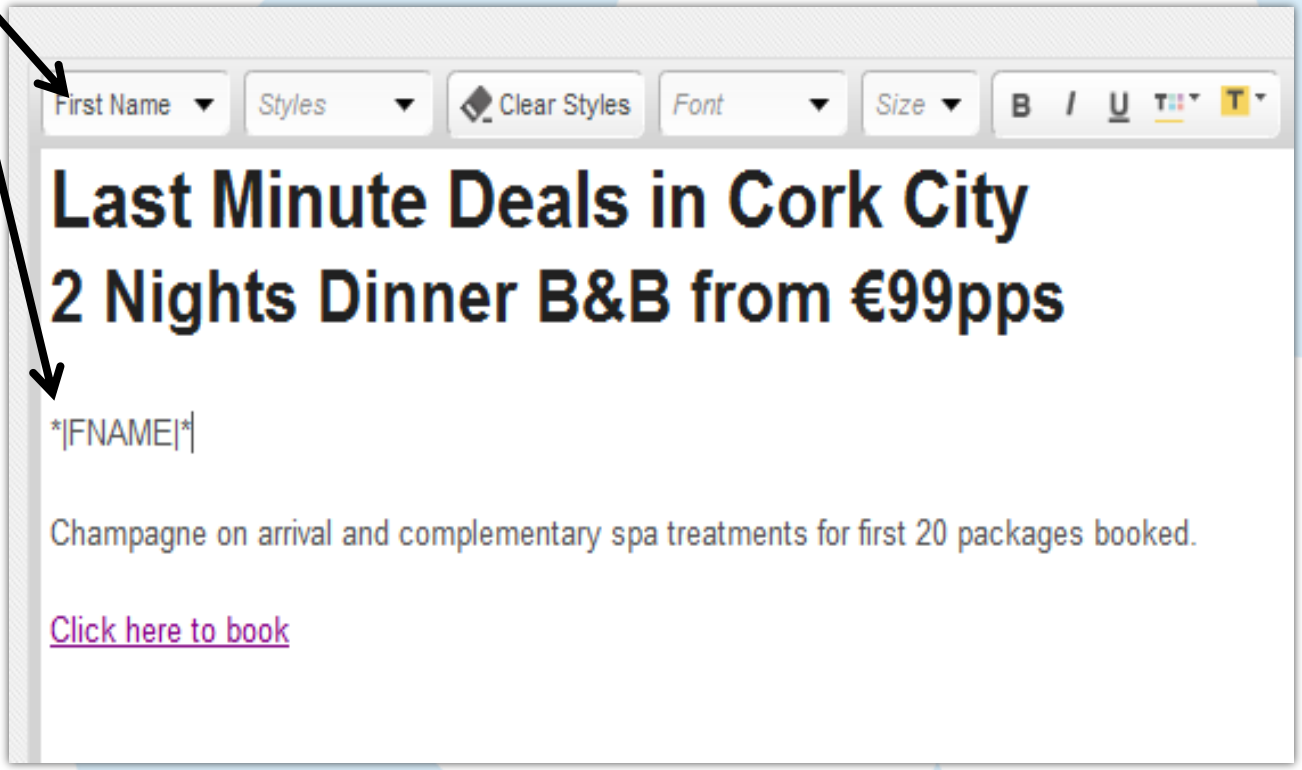


Edit Content

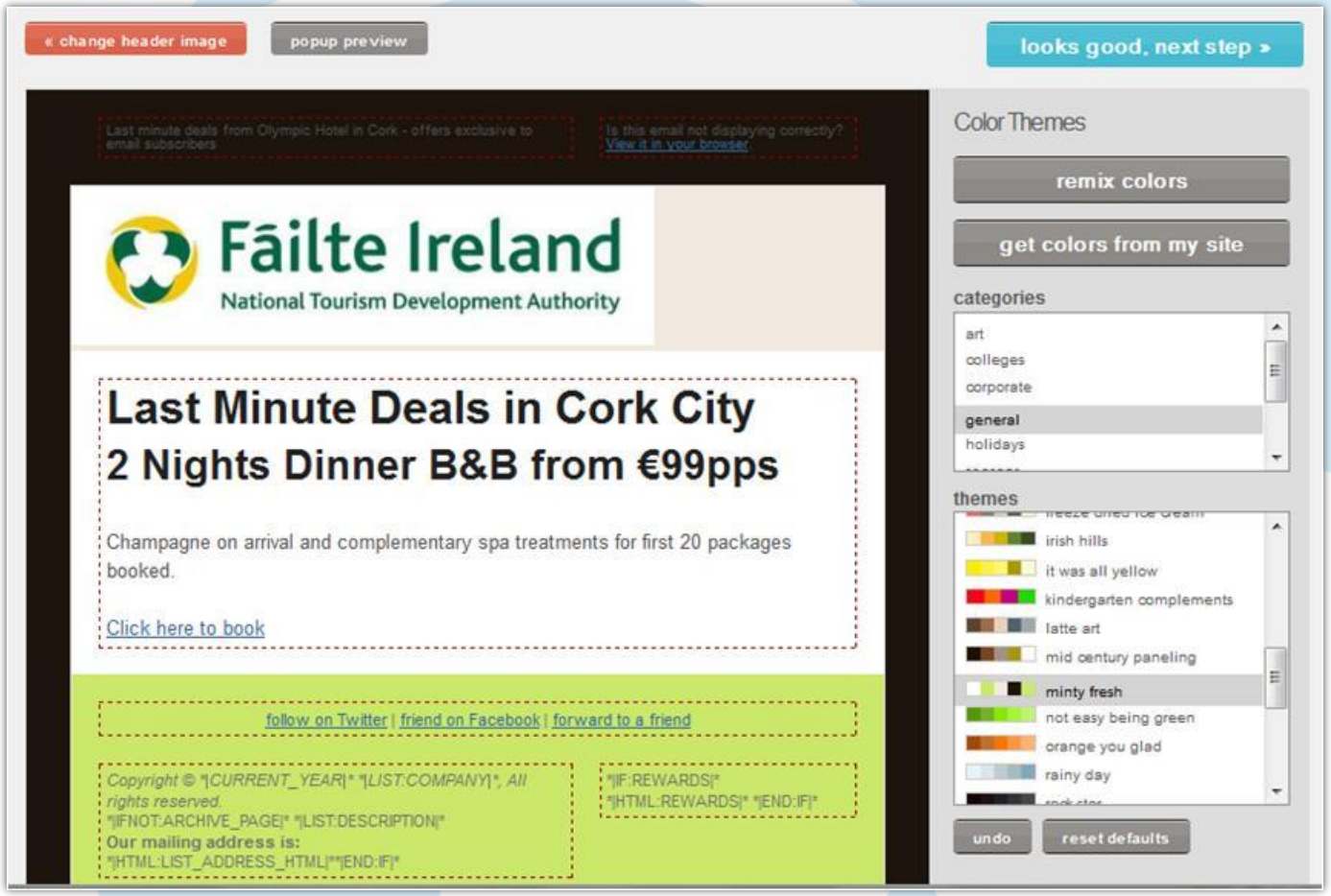


Insert Customisations

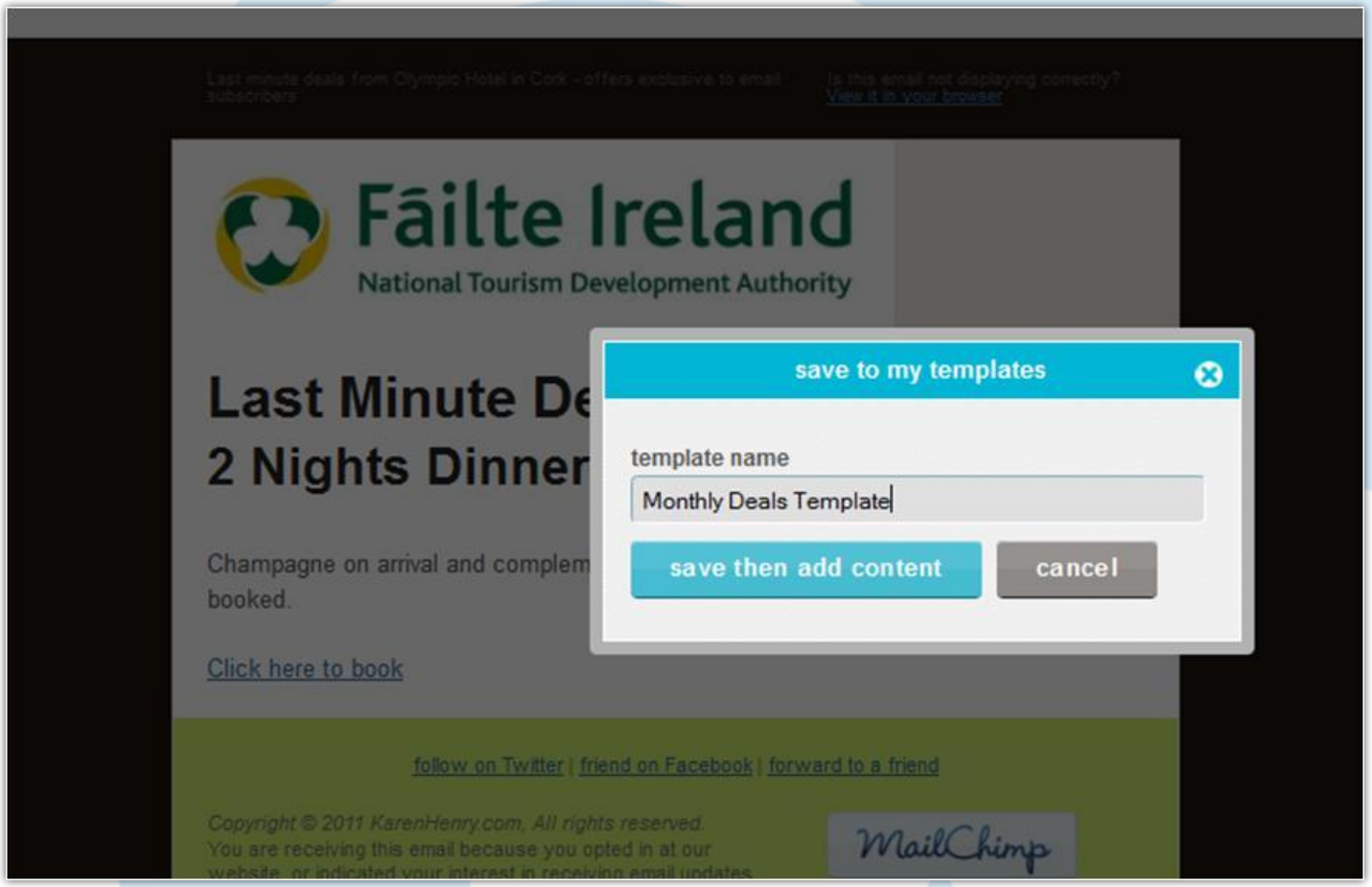
Merge tags



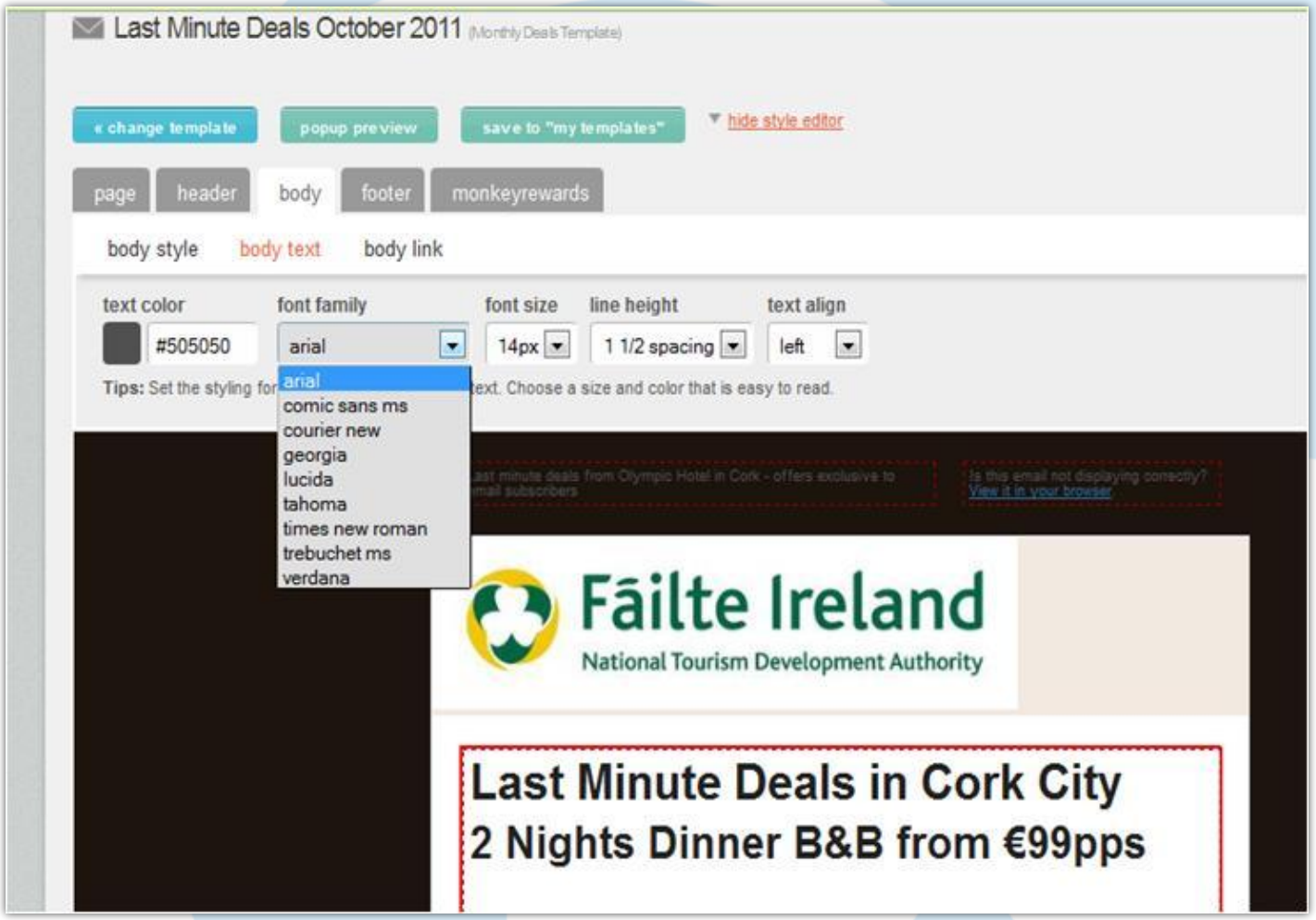
Select Themes



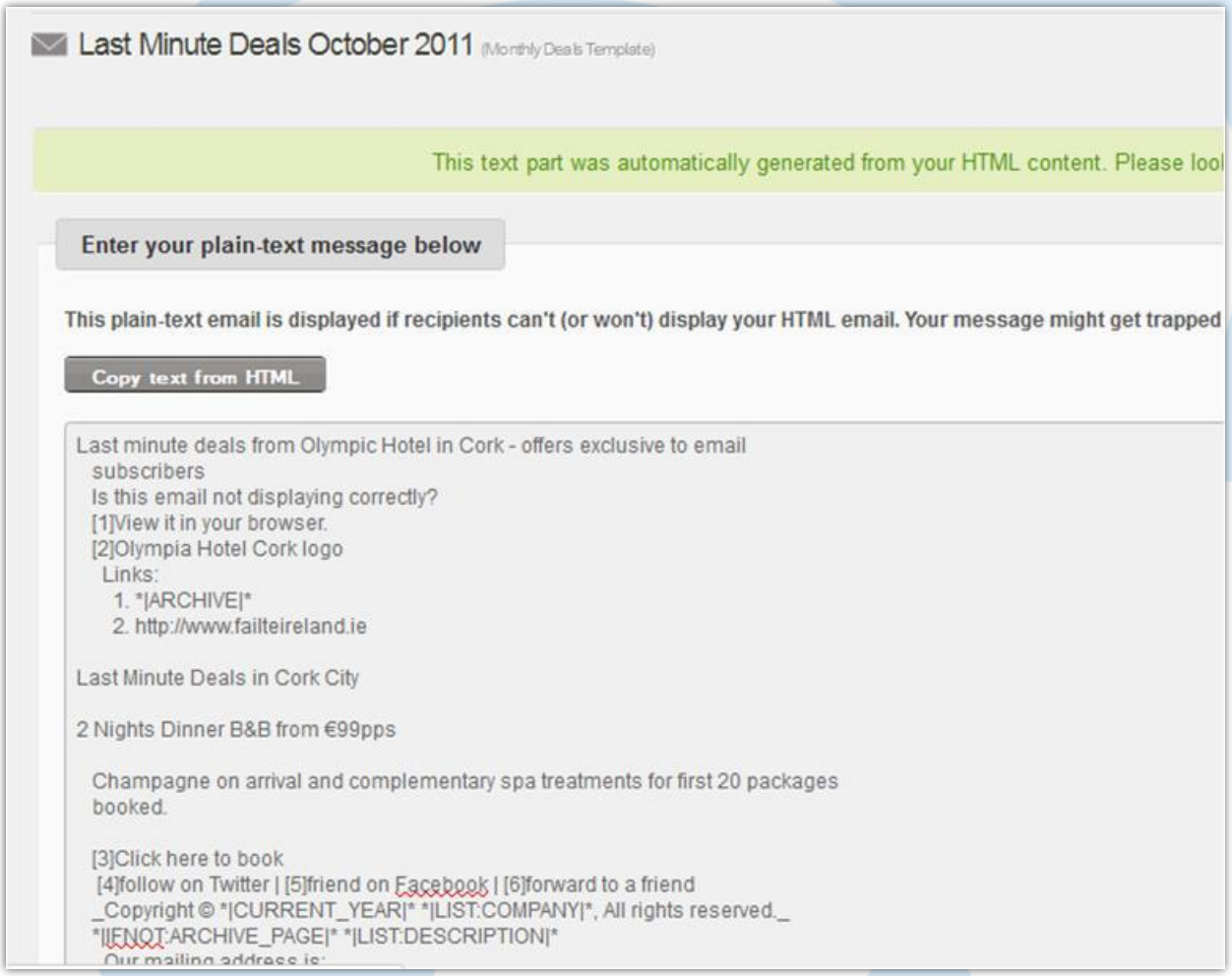
Save to Templates



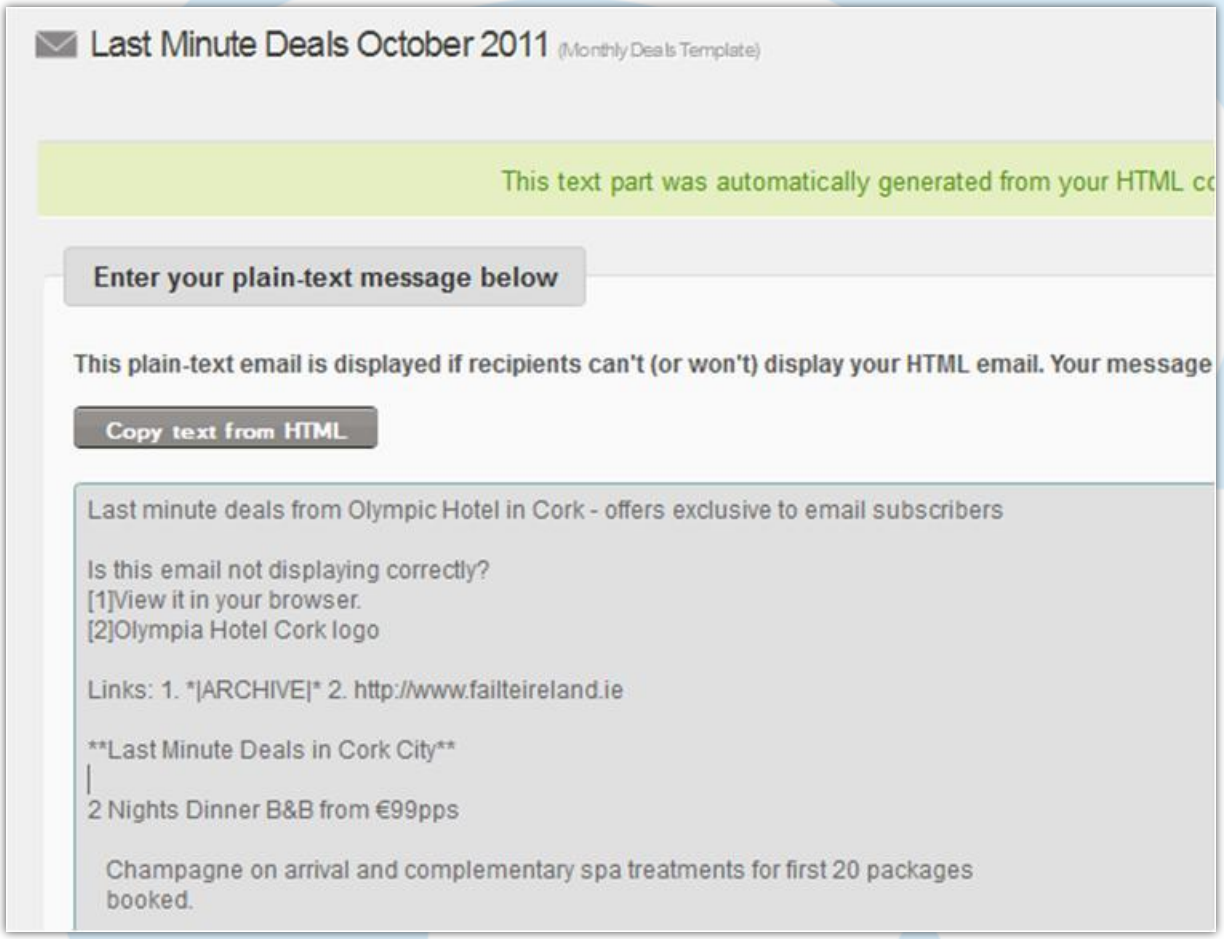
Format


Last Minute Deals October 2011 (Monthly Deals Template)
« change template
popup preview
save to "my templates"
hide style editor
page
header
body
footer
monkeyrewards
body style
body text
body link
text color
font family
font size
line height
text align
#505050
arial
14px
1 1/2 spacing
left
Tips: Set the styling for
ext. Choose a size and color that is easy to read.
arial
comic sans ms
courier new
georgia
lucida
tahoma
times new roman
trebuchet ms
verdana
Is this email not displaying correctly?
View it in your browser
Fáilte Ireland
National Tourism Development Authority
Last Minute Deals in Cork City
2 Nights Dinner B&B from €99pps

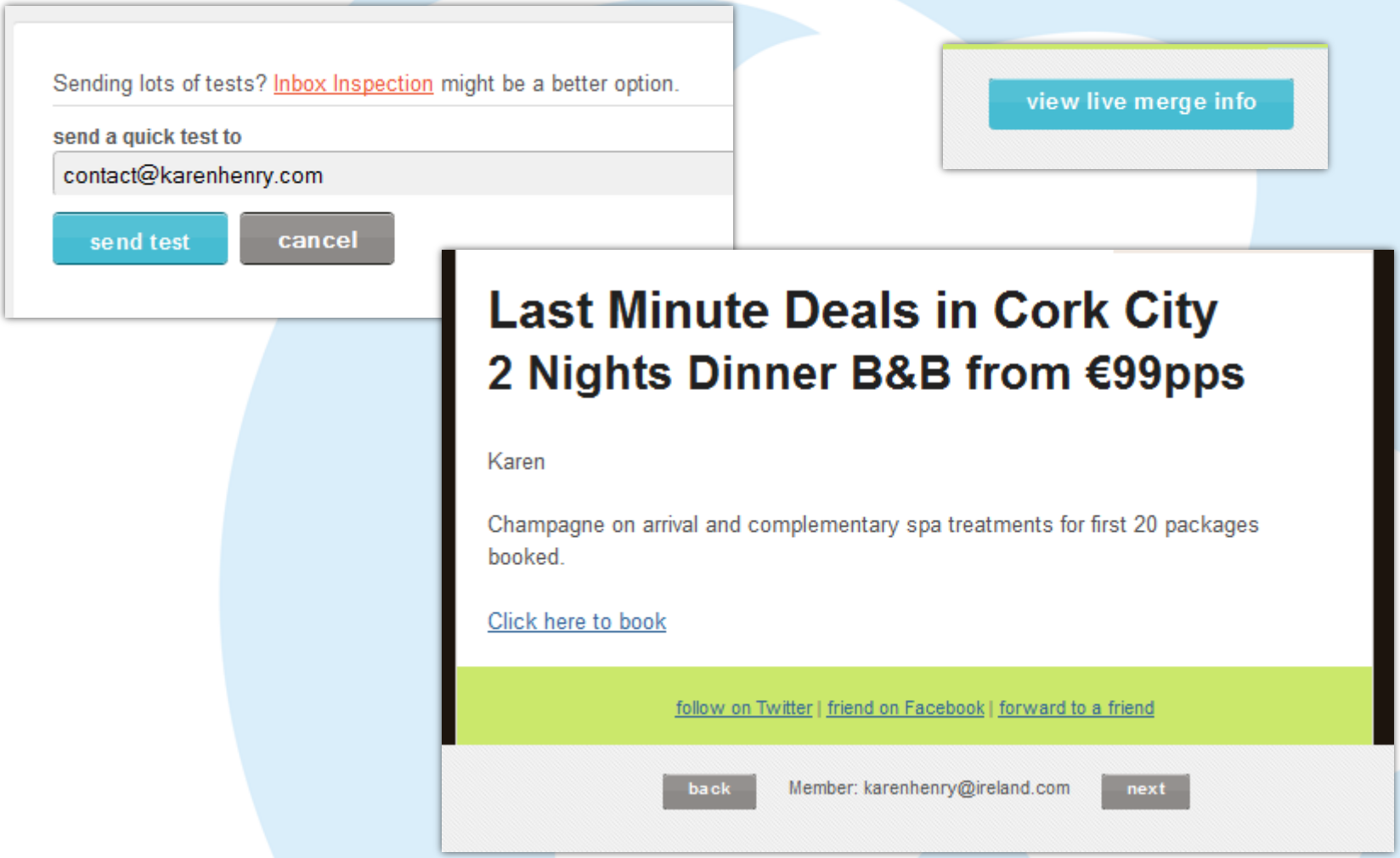
Check the Plain Text Version



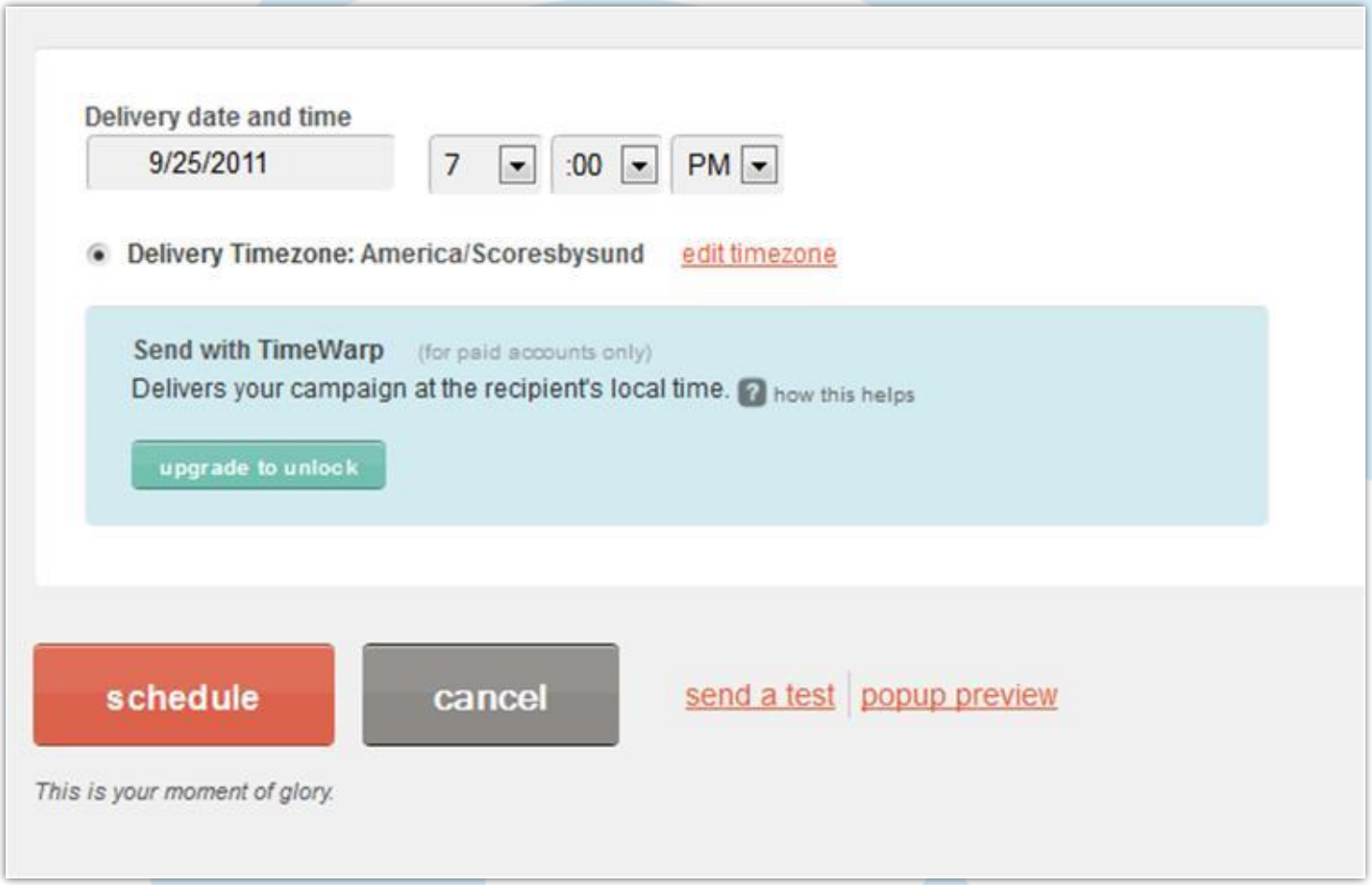
Check the Plain Text Version



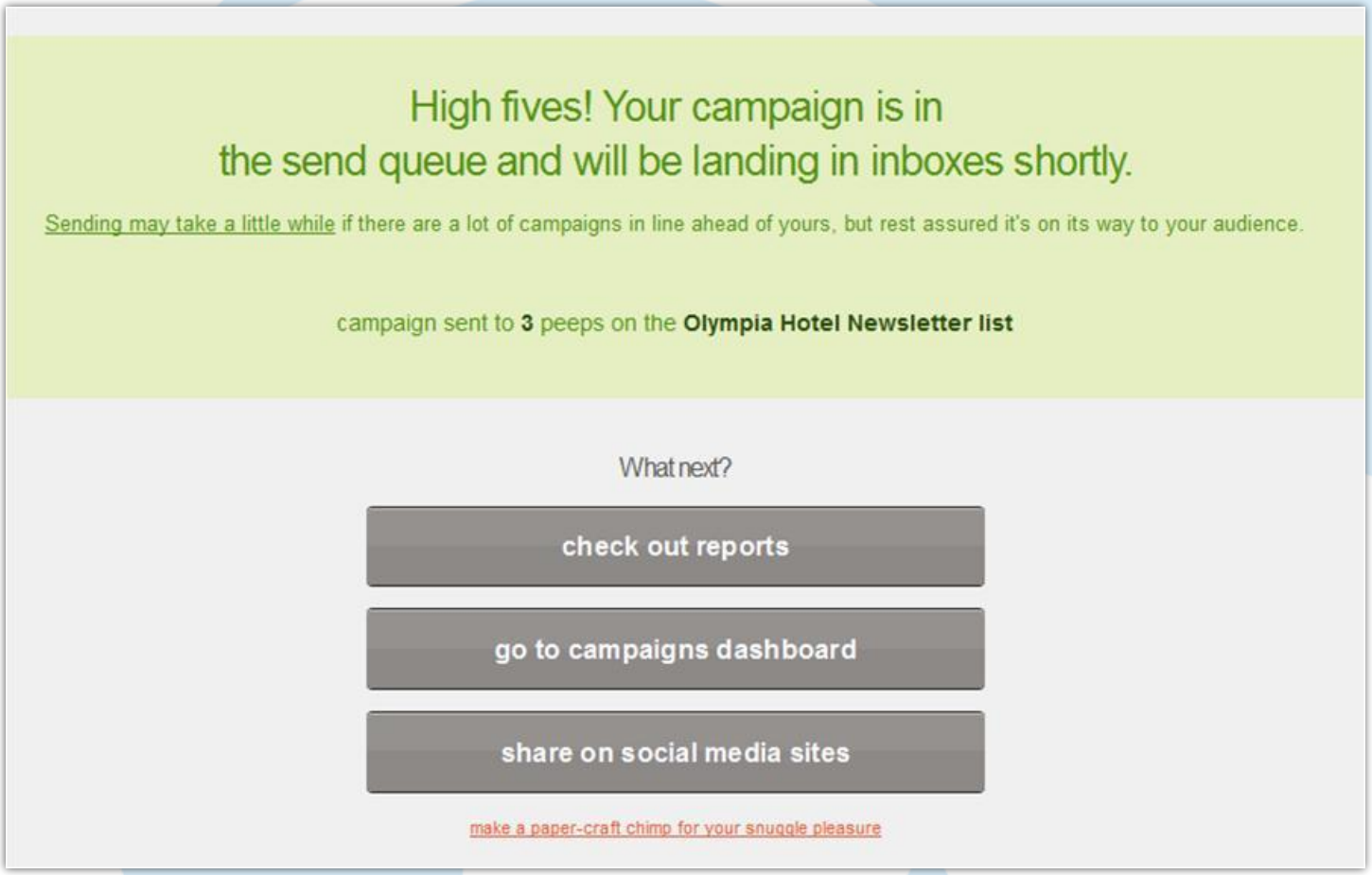
Send a Test / View Preview



Schedule or Send



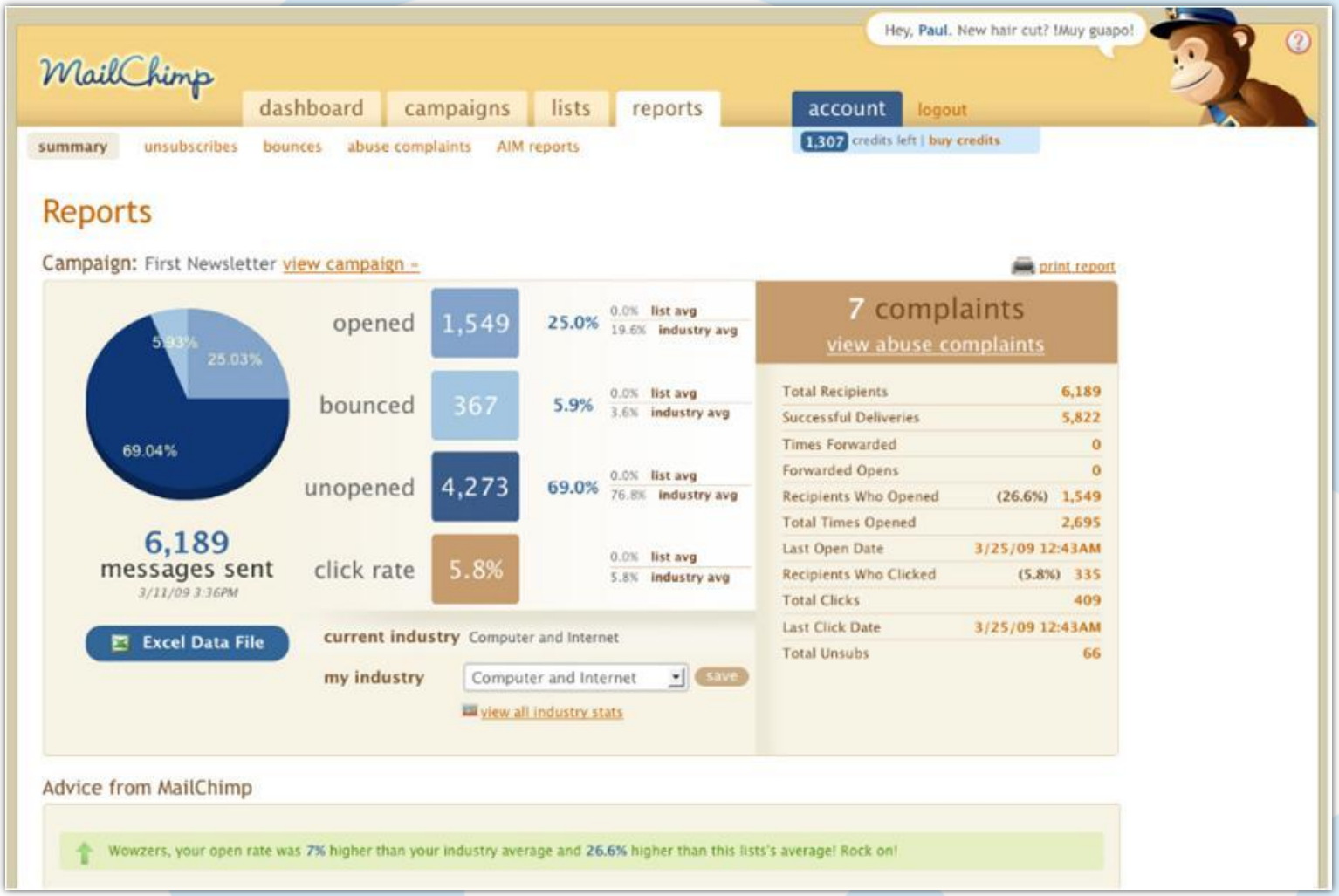
Reports


High fives! Your campaign is in
the send queue and will be landing in inboxes shortly.
Sending may take a little while if there are a lot of campaigns in line ahead of yours, but rest assured it's on its way to your audience.
campaign sent to 3 peeps on the Olympia Hotel Newsletter list
What next?
check out reports
go to campaigns dashboard
share on social media sites
make a paper-craft chimp for your snuggle pleasure

Reports

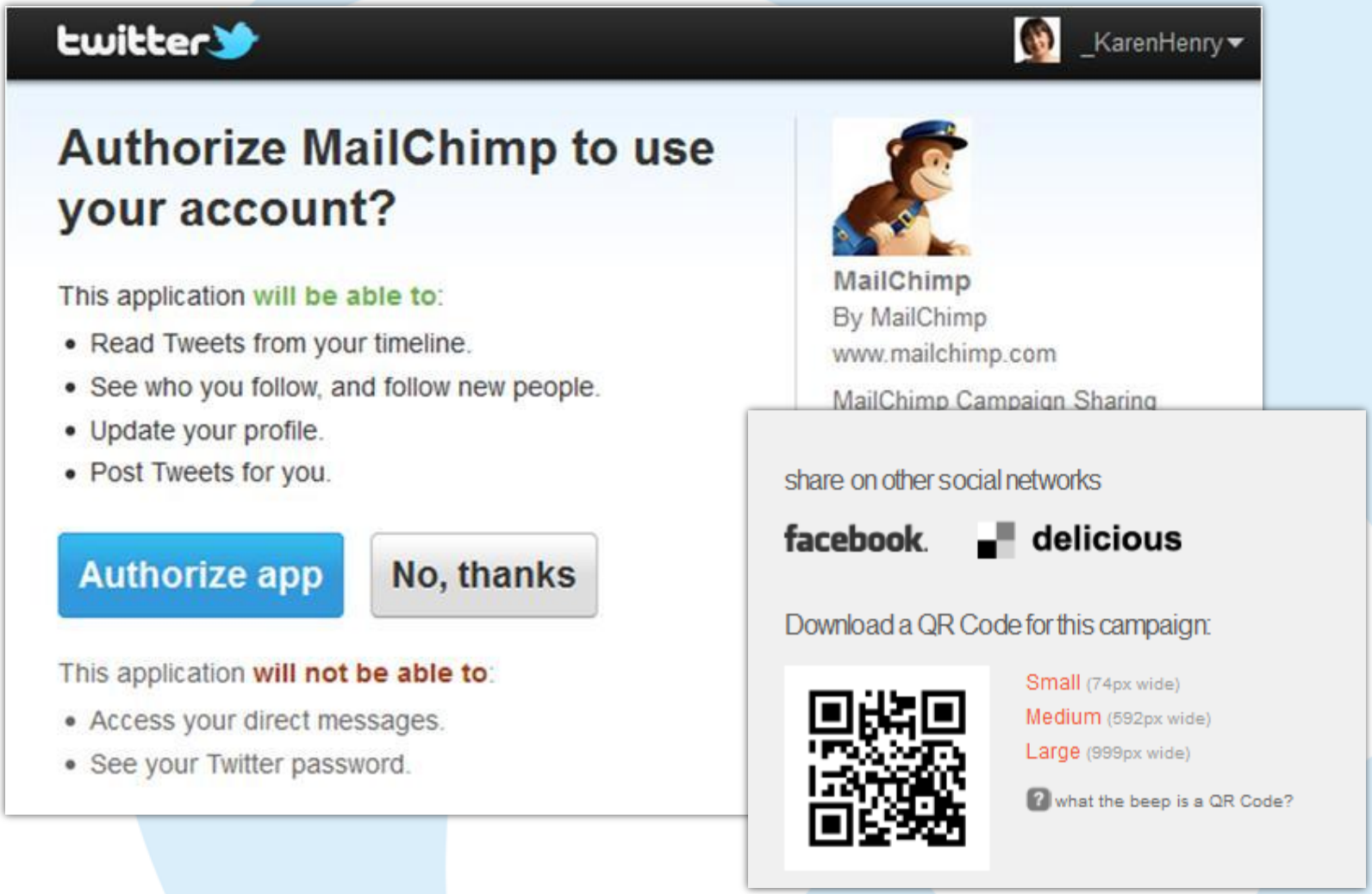
Reports
Site Analytics360
visit Google Analytics »
get the WordPress plugin »
change website profile
connect your twitter account
Site Traffic
referral
organic
all traffic

Reports


Hey, Paul. New hair cut? !Muy guapo!
MailChimp
dashboard
campaigns
lists
reports
account
logout
summary
unsubscribes
bounces
abuse complaints
AIM reports
1,307 credits left | buy credits
Reports
Campaign: First Newsletter view campaign »
print report
5.93%
25.03%
69.04%
opened 1,549 25.0% 0.0% list avg 19.6% industry avg
bounced 367 5.9% 0.0% list avg 3.6% industry avg
unopened 4,273 69.0% 0.0% list avg 76.8% industry avg
click rate 5.8% 0.0% list avg 5.8% industry avg
6,189 messages sent
3/11/09 3:36PM
Excel Data File
current industry Computer and Internet
my industry Computer and Internet save
view all industry stats
7 complaints
view abuse complaints
Total Recipients 6,189
Successful Deliveries 5,822
Times Forwarded 0
Forwarded Opens 0
Recipients Who Opened (26.6%) 1,549
Total Times Opened 2,695
Last Open Date 3/25/09 12:43AM
Recipients Who Clicked (5.8%) 335
Total Clicks 409
Last Click Date 3/25/09 12:43AM
Total Unsubs 66
Advice from MailChimp
Wowzers, your open rate was 7% higher than your industry average and 26.6% higher than this lists's average! Rock on!

Connections

Connections



Any Questions?

Mobile….

More connected than ever before…

Businesses are taking notice..

Irish village first to create its own mobile app

29.11.2011

Categories: Apps Zone, Private Irish Business, Apps, Consumer Tech, Digital Marketing,
Tags: Retail, Ireland, GPS, Digital Economy, digital, Tourism, Recession, App, Google Maps, Android,

Share: Tweet 8 | Like 44 | +1 0 | + more

The fishing village of Dunmore East, poised along Ireland's Copper Coast, is the first village in Ireland to create its own mobile phone app. Local businesses pooled resources with app developer Conor O'Nolan to whip up the free app, which has information on restaurants, pubs, activities and festivals in the Waterford environs around Dunmore East, known in Irish as An Dún Mór Thoir.

Dunmore East lies within the barony of Gaultier, Gáll Tír (foreigners' land) in Irish, which is a reference to the influx of Norman settlers in the area. The village itself is renowned for its pretty inlets and coves. It's also close to Hook Head in south Co Wexford, a must-see for lighthouse lovers and those who enjoy rock formations by the seashore.

But back to the app, which is available for

DIrish village first to create its own mobile app
Clifden Foyle of Strand Inn; Conor O'Nolan of Apptoonz; and Karen Harris of Dunmore East Adventure Centre show the app on the beach in Dunmore East

3 C's of the mobile web

Cost

- It can be expensive or it can be cheap!

Content

- Navigation, page size, images etc.

Context

- What does you content add to a users mobility, how to you add value?

Typical Questions

- Is mobile important?
- Should I be building iphone apps?
- Should I have a mobile website?
- Are people really using mobile to book holidays, hotels etc?

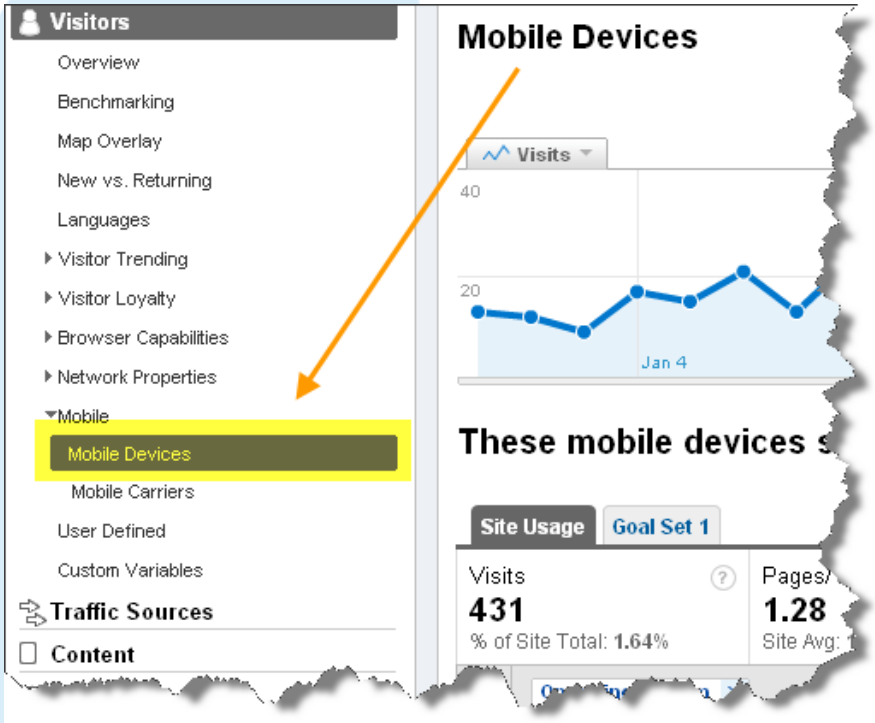
The mobile user

You have 3 Options

- Ignore mobile!
- Build a mobile version of your website
- Build a responsive version of your websit

Don’t ignore mobile if you are getting a lot of visitors.

20% of visitors from mobile devices



Mobile Application…

Advantages of a mobile app..

- Available on all phones
- Cheaper
- Quick to build

Why build an optimised mobile Website?

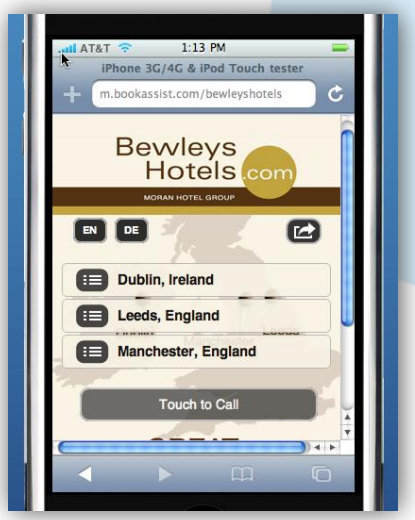
- Familiar navigation
- Supports thousands of devices
- Flash elements of your website will not render on most mobile devices, notably the iPhone
- Make use of the unique possibilities on mobile: touch screens, voice and location capabilities, click to call
- Ability to focus on the key messages and elements

Advantages of a mobile app..

Go to www.iphonetester.com

Go to www.bewleyshotels.com

Go to m.bookassist.com/bewleyshotels



Book assist

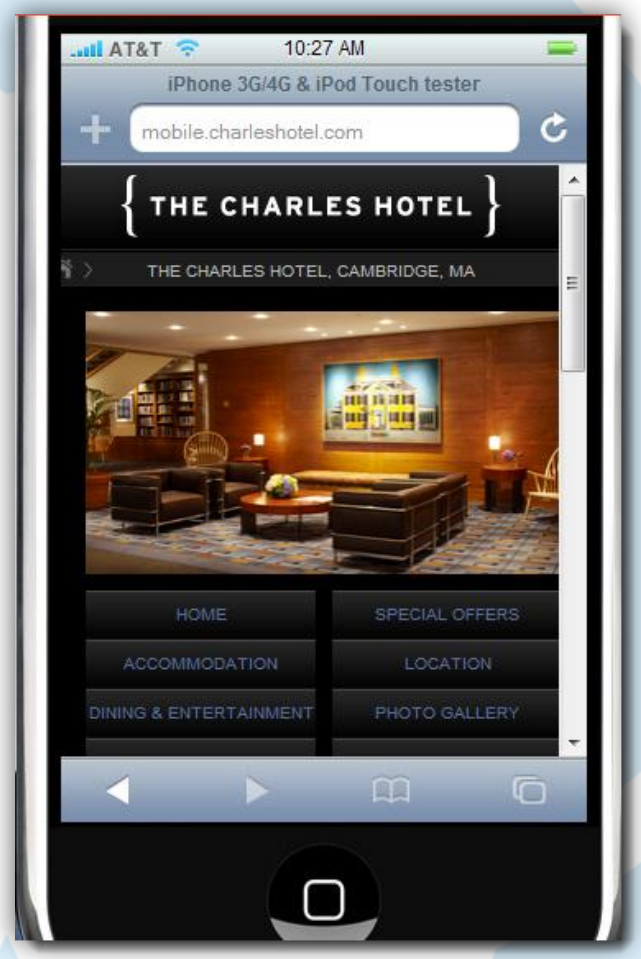
Mobile Application…

Go to www.iphonetester.com and check out:

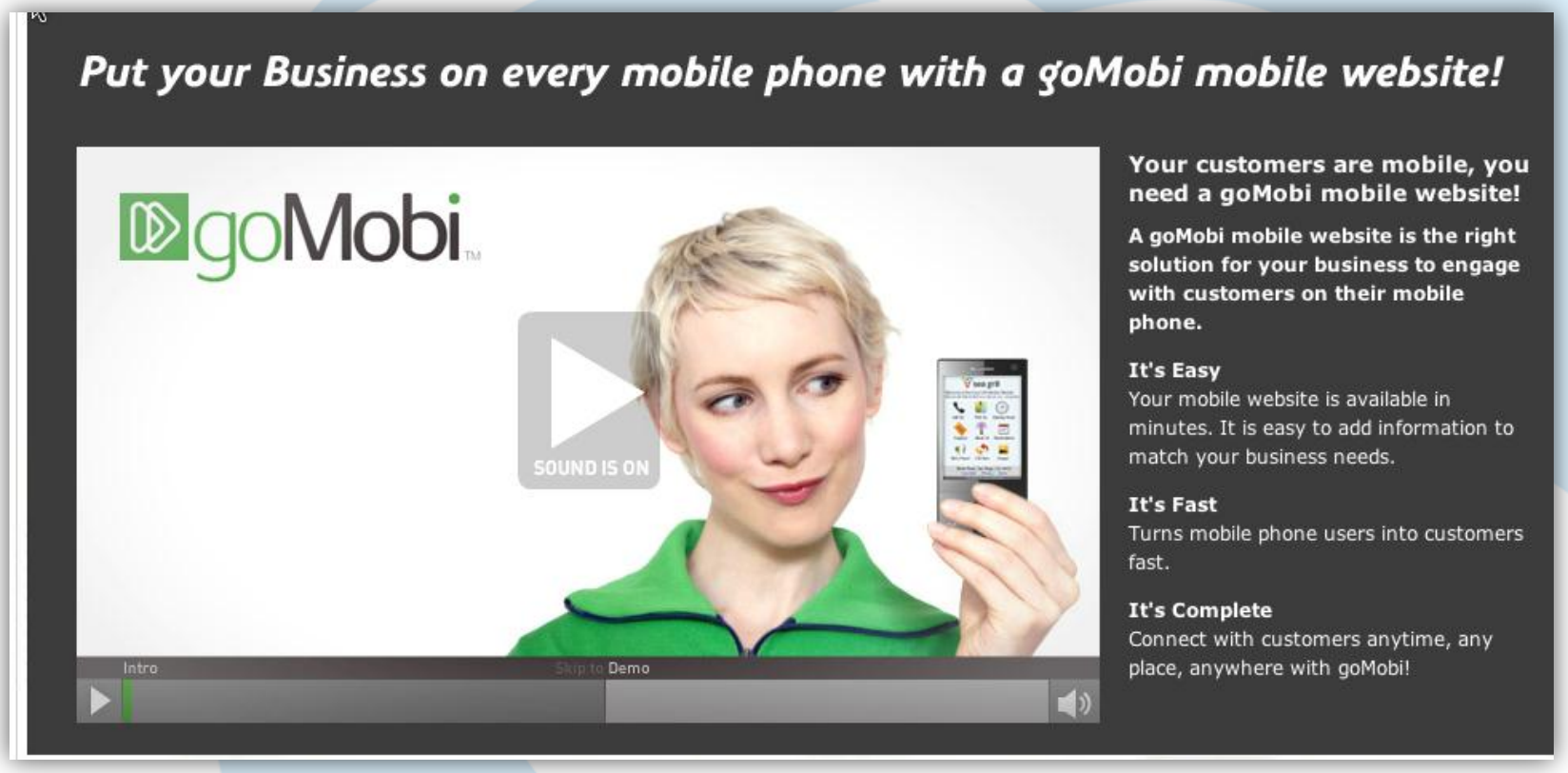
- www.brasserielepont.mobi
- m.thebrehon.com
- m.discoverireland.ie
- www.avondale.ie/mobile

Charles Hotel Exercise

- Go to http://mobile.charleshotel.com
- In groups of 3-4 discuss what you like or don't like
- Compare the mobile app to their website and discuss what you would do differently to make it better

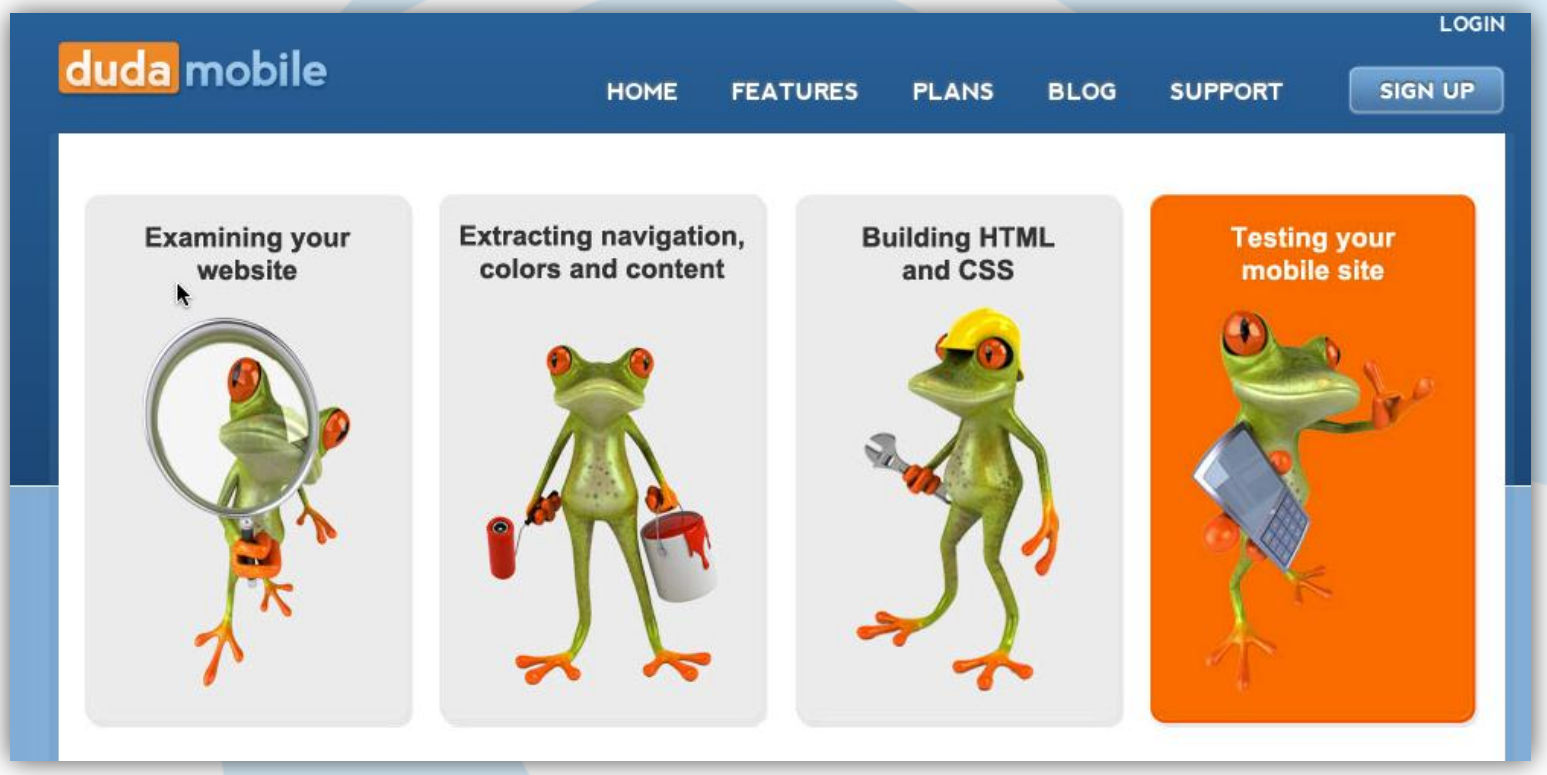


Digiweb


Put your Business on every mobile phone with a goMobi mobile website!
goMobi
SOUND IS ON
Intro
Skip to Demo
Your customers are mobile, you need a goMobi mobile website!
A goMobi mobile website is the right solution for your business to engage with customers on their mobile phone.
It's Easy
Your mobile website is available in minutes. It is easy to add information to match your business needs.
It's Fast
Turns mobile phone users into customers fast.
It's Complete
Connect with customers anytime, any place, anywhere with goMobi!

www.dudamobile.com

www.dudamobile.com



Responsive Theme...

Keep in Contact

Webinars:	failteireland.ie/News-Features/News-Library/Web-Supports-now-available-Online.aspx
Online Resources:	failteireland.ie/Market-Your-Business-With-Failte-Ireland.aspx
Courses Available:	failteireland.ie/Business-Supports/Websupports/Events
Online Business Tools	failteireland.ie/Develop-Your-Business/Business-Tools.aspx

For any other questions, contact the Business Supports team on 01-8847762

Fáilte Ireland
National Tourism Development Authority

Fáilte Ireland
88-95 Amiens Street
Dublin 1
Ireland
Lo-Call: 1890 525 525

Courses Available

- Facebook for Business (Beginners & Advanced)
- Managing TripAdvisor and your Online Reputation
- Getting the Most out of Google Tools
- Finding and Converting your Website Visitors to Sales
- Create Engaging Content that Sells
- Using Email Marketing to Generate Business
- Managing the Relationship with OTAs
- Web Gain (website review and workshop)
- Gaining Business Online (3 day programme)
- Using Mobile Technology to grow Your Business
- Building and Effective Digital Marketing Strategy
- Social & Search Engine Optimisation (SEO)