



**Fáilte Ireland**

National Tourism Development Authority

**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.



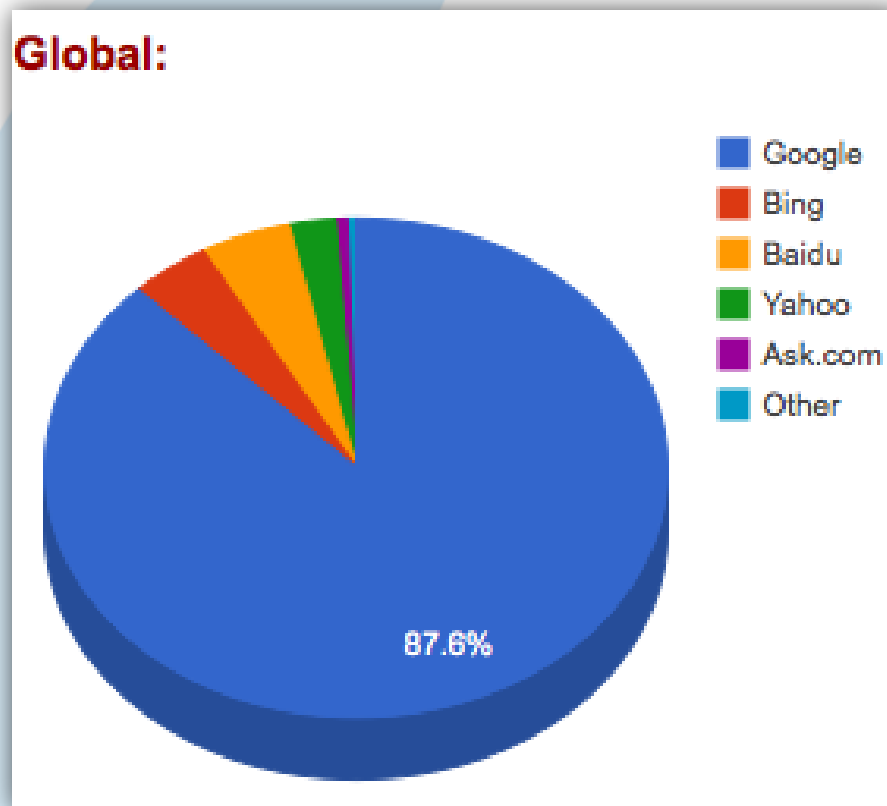
**Fáilte Ireland**

National Tourism Development Authority

# **Creating and Marketing Your Content**

## Search...

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



## Google is penalising for bad content and rewarding good content...

- Search Plus your world
- Penguin
- Panda



# Social Media...

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



# Advertising still has it's uses....

Web

Images

Videos

News

More

Dublin

Change location

The web

Pages from Ireland

More search tools

Ads related to hotel ireland

Why these ads?

[1750 Hotels in Ireland - Lowest price guarantee | booking.com](https://www.booking.com/Ireland-Hotels)

[www.booking.com/Ireland-Hotels](https://www.booking.com/Ireland-Hotels)

Book your **Hotel** in **Ireland** online

101 people in Dublin +1'd [Booking.com](https://www.booking.com)

Most Popular Hotels

Best Reviewed Hotels

Budget Hotels

Luxury Hotels

[Hotel in Ireland - Find a Great Value Hotel | DiscoverIreland.ie](https://www.discoverireland.ie/Hotel_Ireland)

[www.discoverireland.ie/Hotel\\_Ireland](https://www.discoverireland.ie/Hotel_Ireland)

Visit Discover **Ireland** Online Now!

[Hotels in Ireland - Official Site of Hotels Federation](https://www.irelandhotels.com/HotelsIreland)

[www.irelandhotels.com/HotelsIreland](https://www.irelandhotels.com/HotelsIreland) | +1

700+ **Hotels** & Gueshouses, Buy Irish

[Hotels Ireland.com](https://www.hotelsireland.com/)

[www.hotelsireland.com/](https://www.hotelsireland.com/)

**Hotels Ireland** is a guide to accommodation and places to stay in Dublin and throughout Ireland. **Hotels Ireland** features accommodation and lodgings in hotels, ...

Search By County - Hotels - Hotels - Hotels in - Kerry Hotels - Galway Hotels

[Hotels Ireland, Hotel Breaks Ireland, Hotel Deals Ireland ...](https://www.irelandhotels.com/)

[www.irelandhotels.com/](https://www.irelandhotels.com/)

Welcome to the official website of the Irish **Hotels** Federation where you can book over 600 **hotels** and guesthouses with great value **hotel** breaks and deals.

Dublin Hotels - Gift Vouchers - Galway Hotels - Hotels Kildare

[Hotels in Ireland from Hotel-Ireland.Com: Based in Dublin, Ireland](https://www.hotel-ireland.com/)

[www.hotel-ireland.com/](https://www.hotel-ireland.com/)

Hotels in Ireland from **Hotel-Ireland.Com**. One of the first & best online reservations services for hotels in Ireland. Based in Dublin, Ireland.

Cork Hotels - Galway Hotels - Belfast Hotels - Shannon Hotels

Ads - Why these ads?

[Ireland Hotels](https://www.hotels.com/Ireland)

[www.hotels.com/Ireland](https://www.hotels.com/Ireland)

Browse **Hotels** in **Ireland** Cities.

Read Guest Reviews. Book online!

[Hotel Ireland, Up To -78%](https://www.trivago.ie/Hotel-Ireland)

[www.trivago.ie/Hotel-Ireland](https://www.trivago.ie/Hotel-Ireland)

trivago™ Save Up To 78% on **Hotels**.

Compare over 110 Booking Sites!

[Hotels in Ireland](https://www.travelrepublic.ie/Ireland)

[www.travelrepublic.ie/Ireland](https://www.travelrepublic.ie/Ireland)

Book a great value **hotel**.

Lowest prices guaranteed. ABTA

[Cheap Dublin Hotels](https://www.laterooms.com/Dublin-Hotels)

[www.laterooms.com/Dublin-Hotels](https://www.laterooms.com/Dublin-Hotels)

179 Cheap **Hotels** in Dublin.

Up to 75% off if you book online!

[Low Rate Dublin Hotels](https://www.jurysinns.com/DublinHotels)

[www.jurysinns.com/DublinHotels](https://www.jurysinns.com/DublinHotels)

Jurys Inn 3\* City Centre **Hotels**

3 Great Locations. Rooms From €49!

[Hotels & Hostels Ireland](https://www.lateroomsireland.com/)

[www.lateroomsireland.com/](https://www.lateroomsireland.com/)

Compare Hostels&Hotels, Book Online

Great Value **Hotel** Breaks

[Hotels Ireland](https://www.goireland.com/IrelandHotels)

[www.goireland.com/IrelandHotels](https://www.goireland.com/IrelandHotels)

**Ireland Hotels** - 1,000s Of Rooms!

Instant Bookings And No Booking Fee



## 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.

## Copyright Issues



copyright

all rights reserved

## 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...

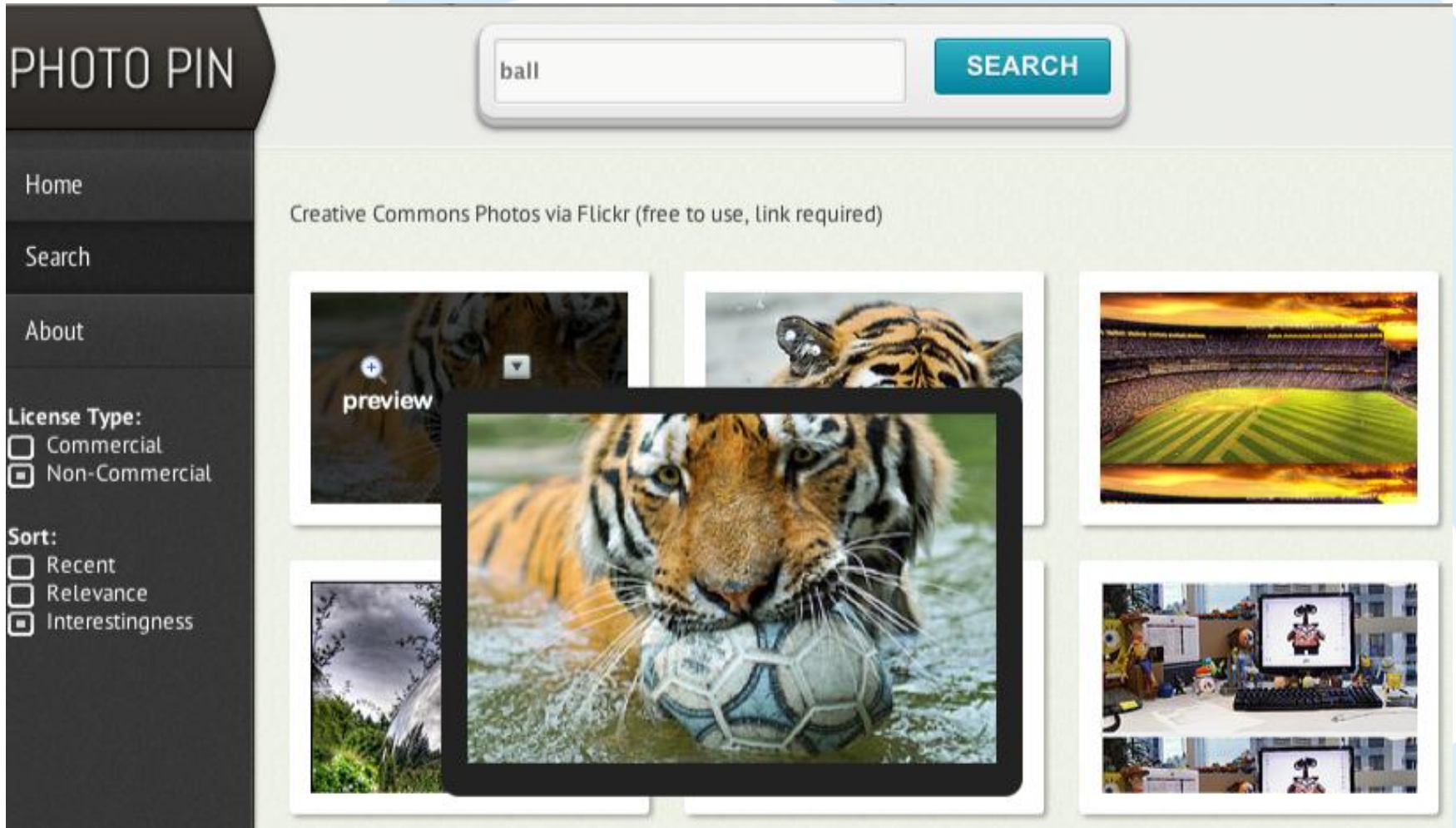
- Allows you to assign particular rights over to images e.g. Attribution rights means other people can use the images but they must link back to you.



*Tip: Find content with a  
Creative Commons license.  
[Learn more...](#)*

- Only search within **Creative Commons**-licensed content
- Find content to use commercially
- Find content to modify, adapt, or build upon

## Photopin.com...Good for finding images



The screenshot displays the Photopin.com website interface. On the left is a dark sidebar with navigation links: Home, Search, and About. Below these are filter options for License Type (Commercial and Non-Commercial) and Sort (Recent, Relevance, Interestingness). The main content area features a search bar with the text 'ball' and a blue 'SEARCH' button. Below the search bar, it indicates 'Creative Commons Photos via Flickr (free to use, link required)'. The search results are presented as a grid of image thumbnails. A large, prominent thumbnail in the center shows a tiger's face with its mouth open, holding a blue and white soccer ball. Other thumbnails include a close-up of a tiger's head, a wide-angle view of a stadium at sunset, and a desk setup with a computer monitor displaying a cartoon character.



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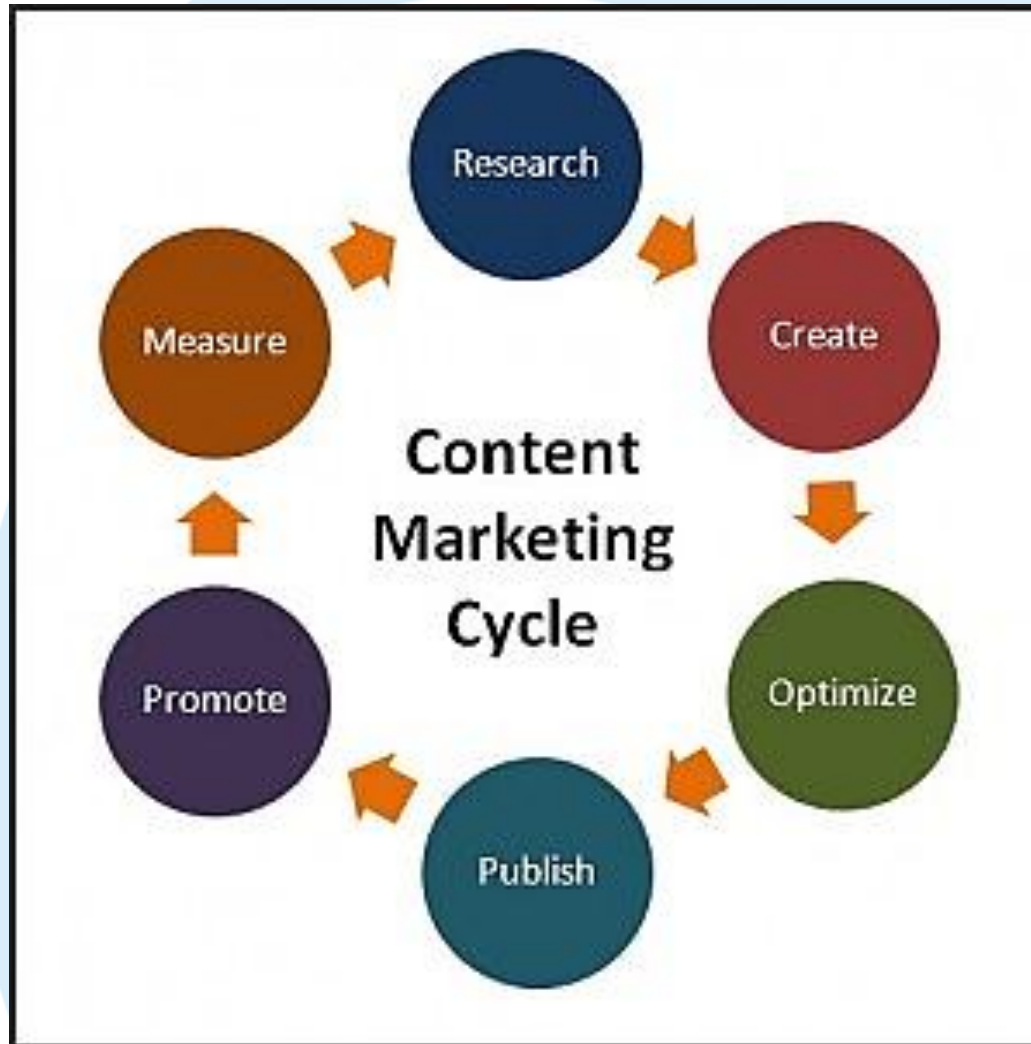
# CONTENT MARKETING..



## 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.

## Content Marketing Cycle





## 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?



**Fáilte Ireland**

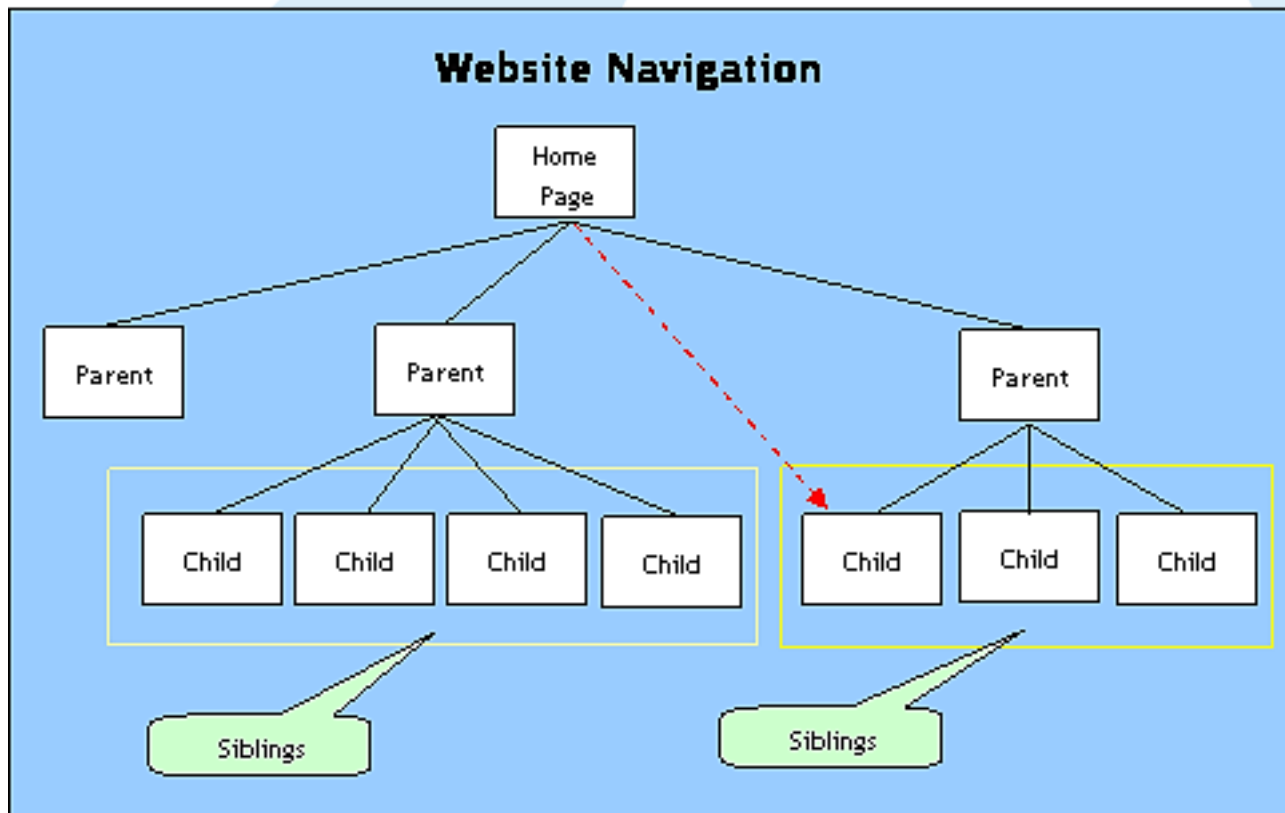
National Tourism Development Authority

# **WEBSITE CONTENT**



## Navigation....

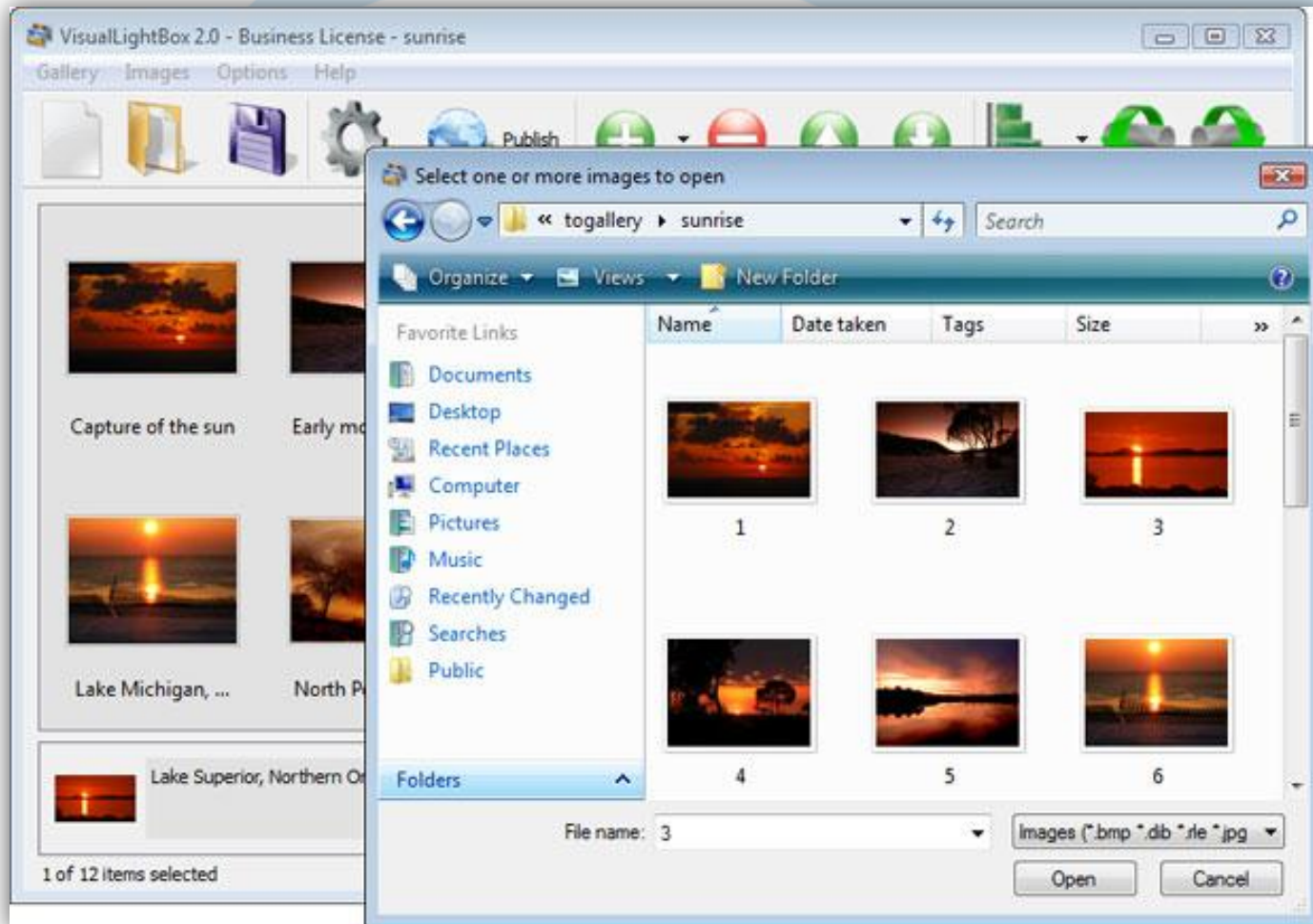
3 Click rule!



## **Website content..**

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

## 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 loses 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?

## **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

## 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.

## 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

Storyboard	Name	Date	Period
			
<hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/>	
			
<hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/>	

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



**Youtube....**



## The Process....

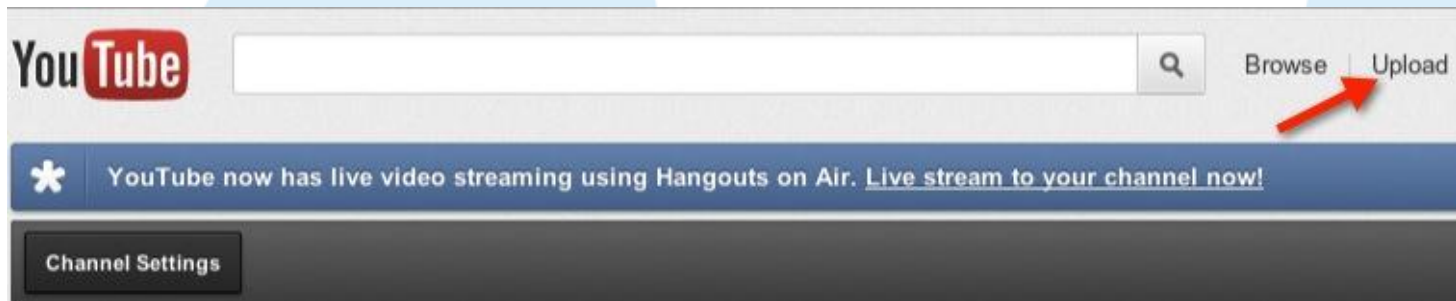
- Record using Hi-Def Video (if possible)
- Connect to your PC (generally through USB)
- Copy files to PC
- Upload to Youtube Channel
- Edit Videos

## 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>](http://www.youtube.com/<channel name>)
- Click upload...



## Select Files from Your Computer



Select files from your computer

### More ways to upload and create



#### **Upload multiple files**



Choose more than one file by pressing the "Command" key while selecting files.




#### **Record from webcam**

Share your thoughts. Record a video and publish to YouTube right now.

# Configure Settings...

 **HowToUseTriberr.mov**  
Uploading your video. 1 minute remaining. Your video will be live at: [http://youtu.be/sEdDqB\\_sRAo](http://youtu.be/sEdDqB_sRAo)  
 25%


---


Basic Info    **Advanced Settings**    

**Title**

**Description**

**Tags**

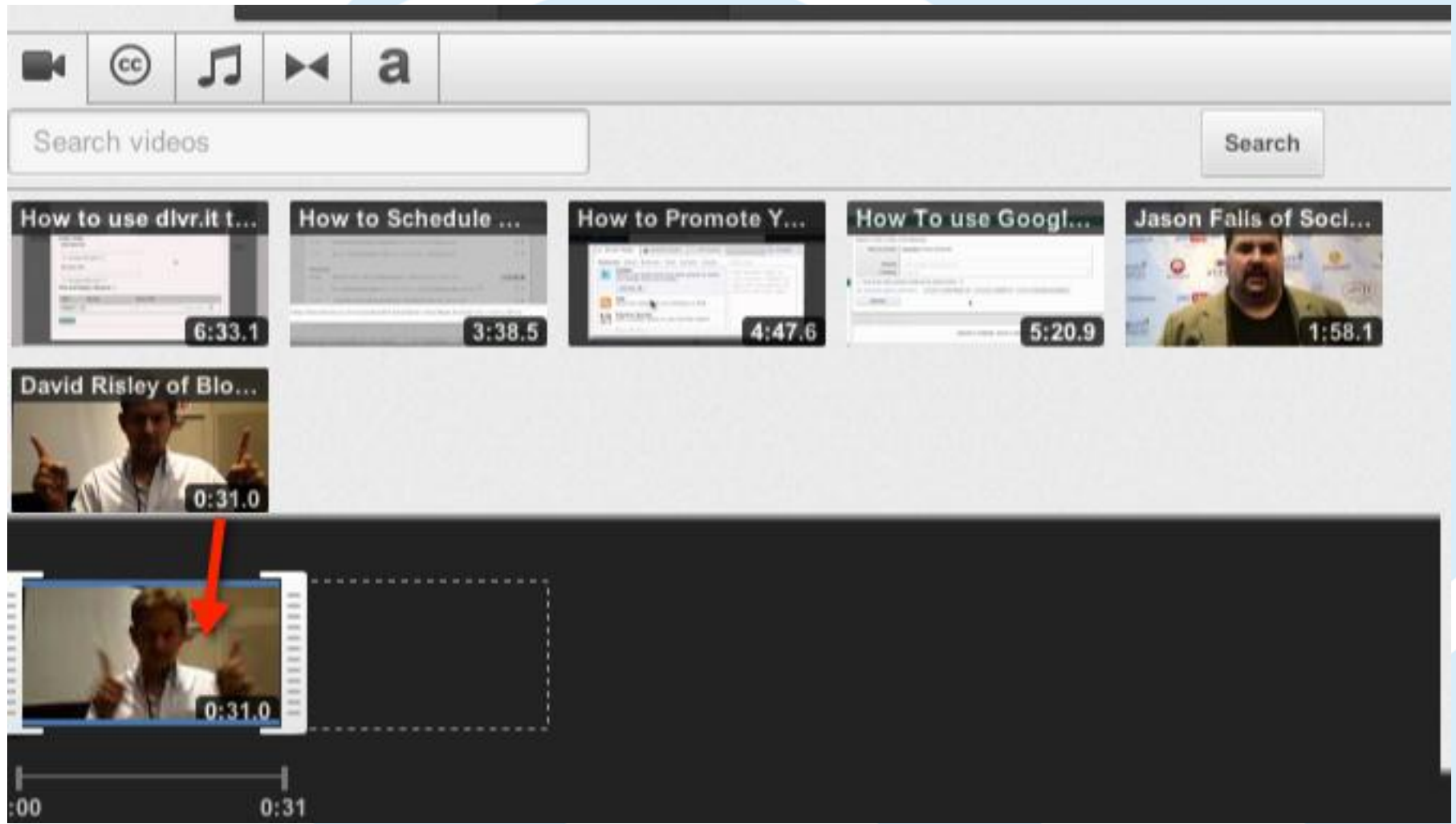
**Video thumbnails**   
Thumbnail selections will appear when the video has finished processing.

**Privacy Settings**   
  
Anyone can search for and view

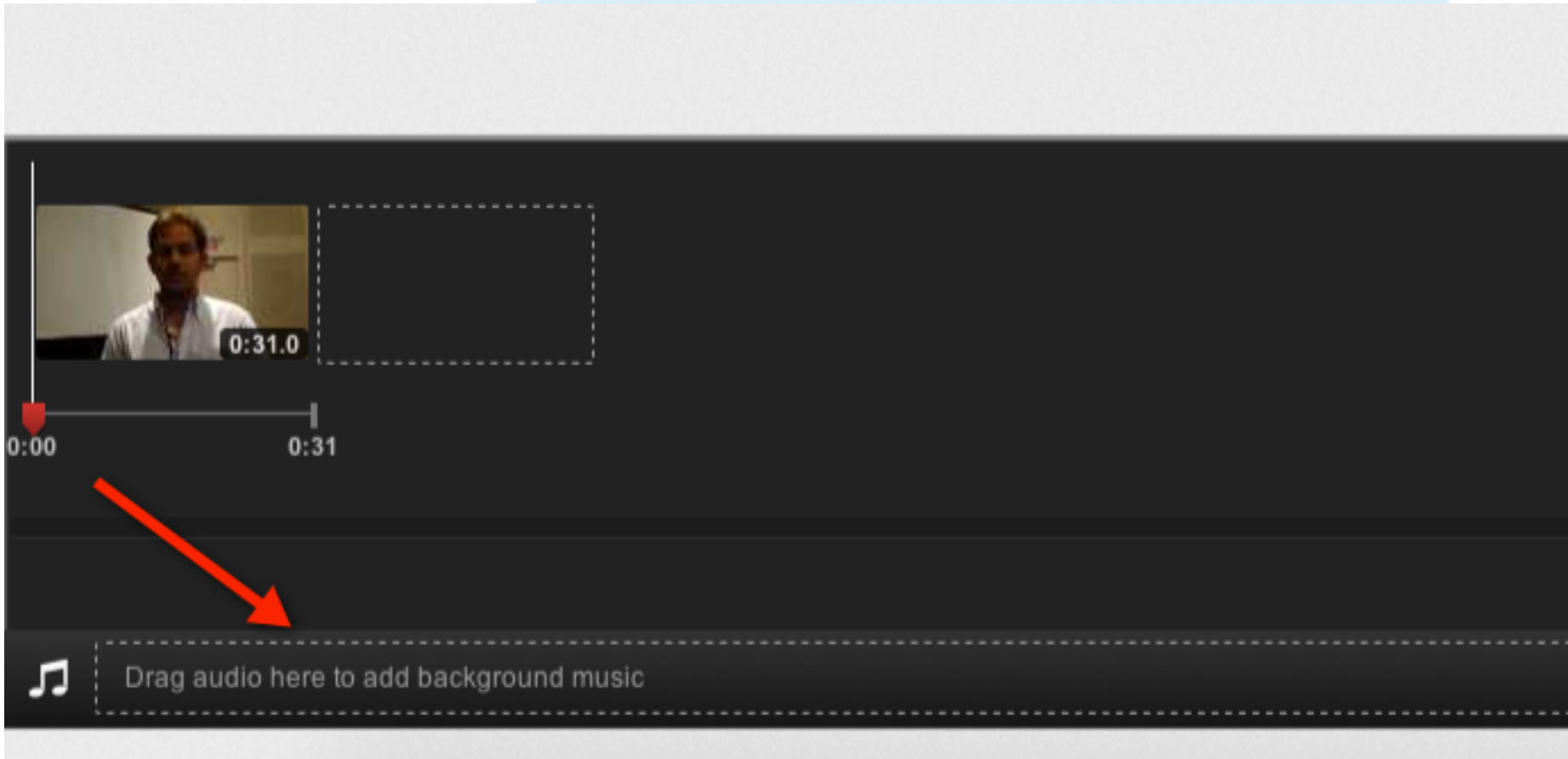
**Category**

**License and rights ownership**

**Editing a video -> [www.youtube.com/editor](http://www.youtube.com/editor)  
Drag the video you want to edit down..**



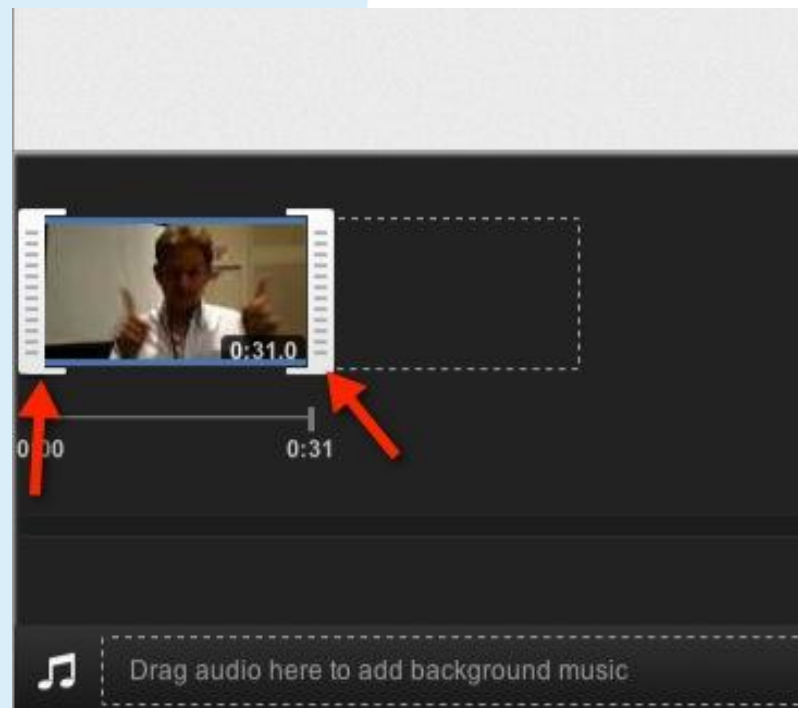
## Adding Audio for Background Music





## 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..

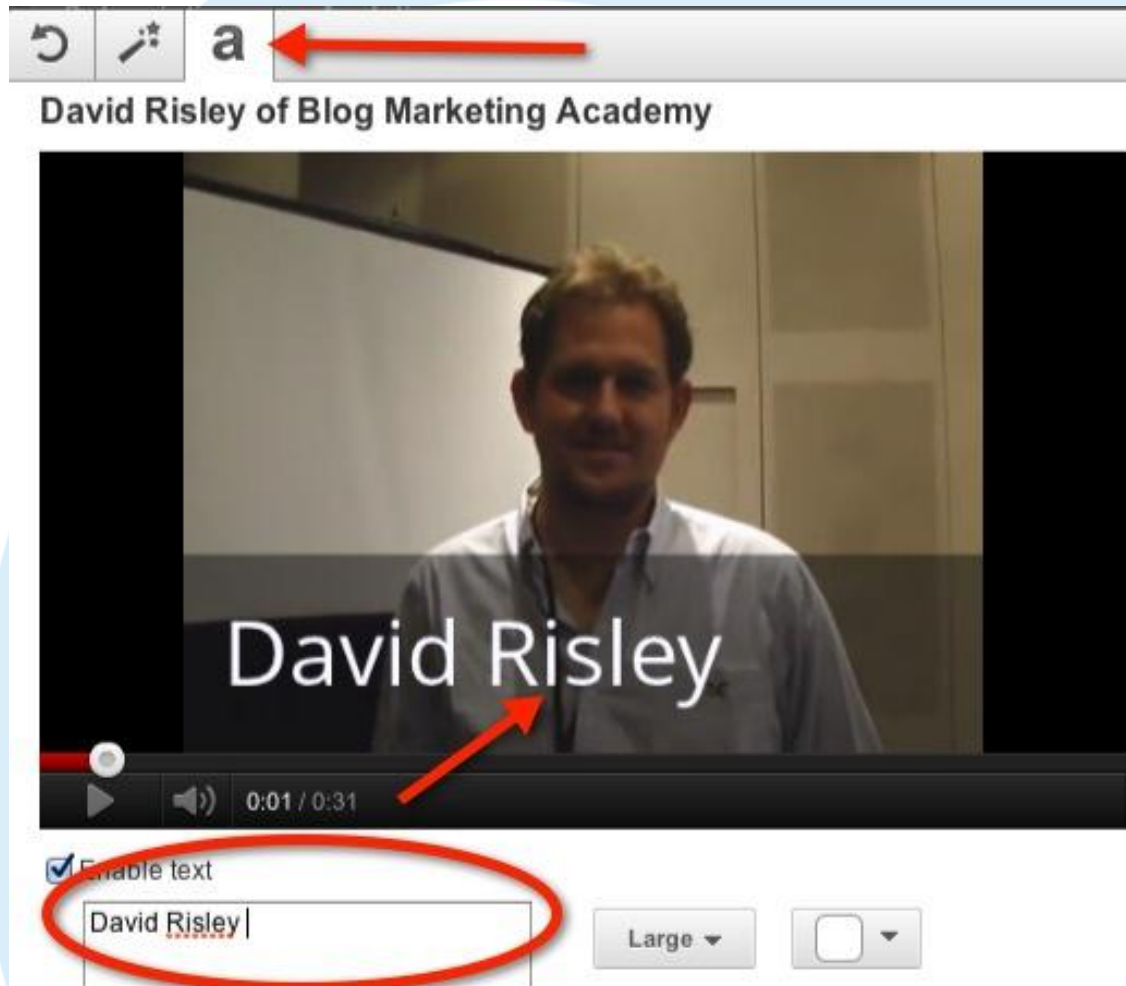


## Changing Settings...

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



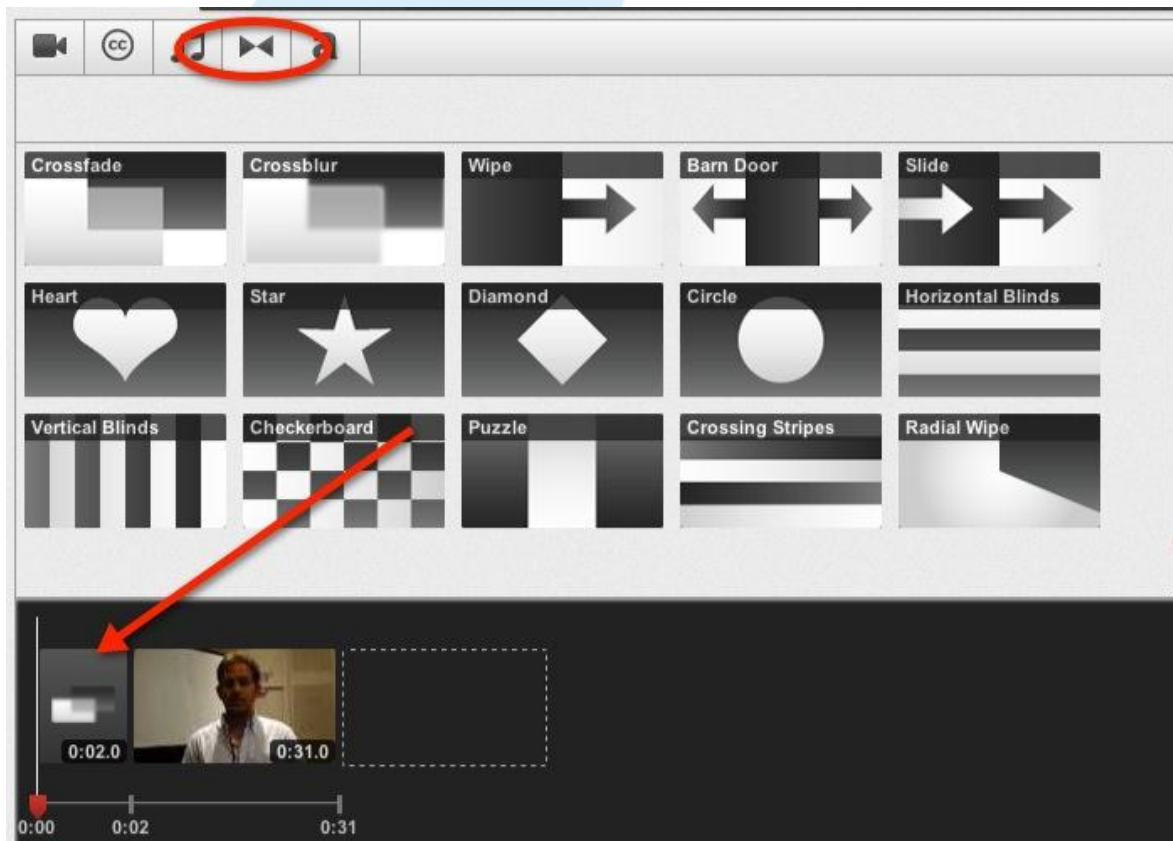
## Adding a Title



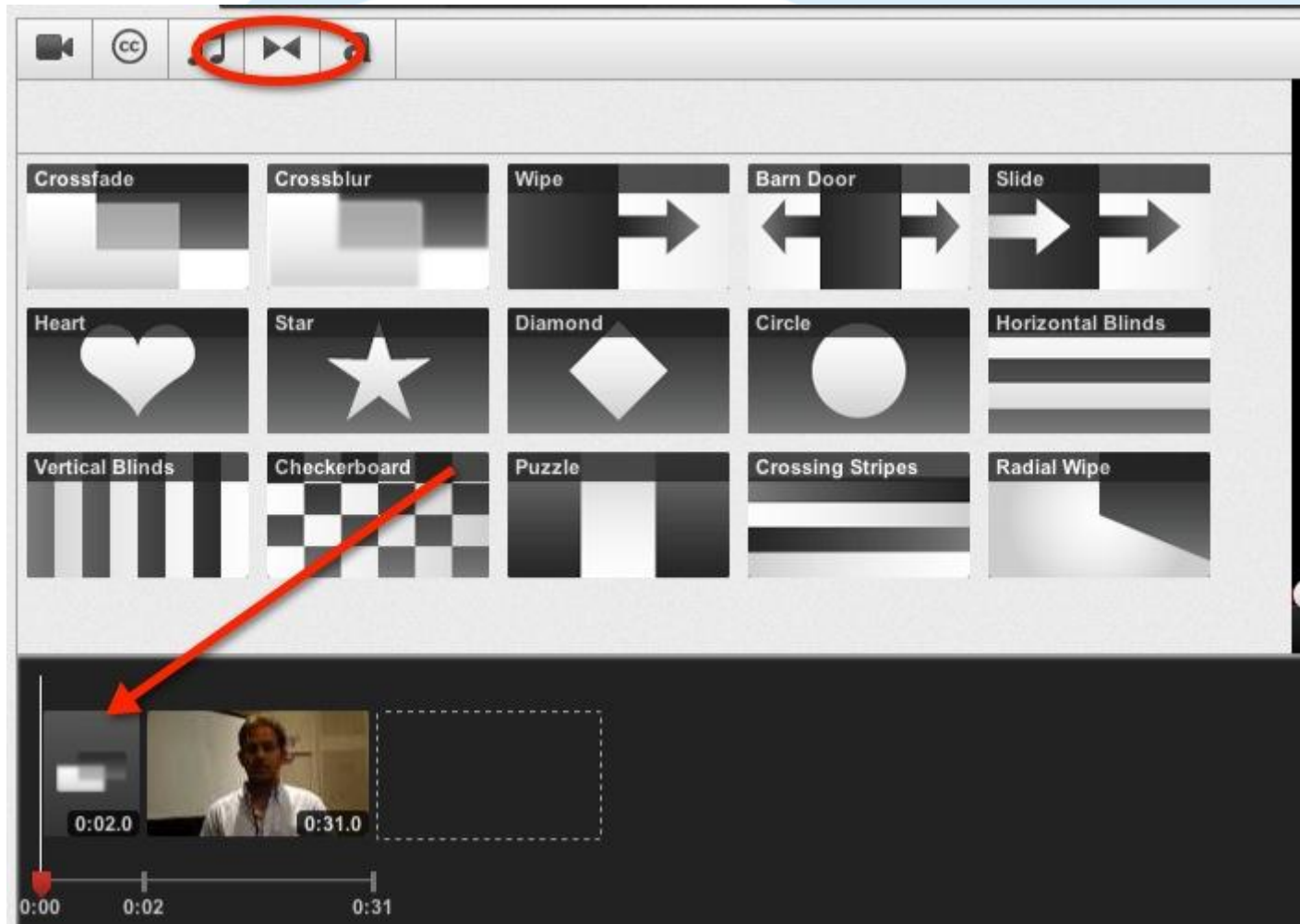
The image shows a video player interface. At the top, there is a toolbar with icons for undo, redo, and a text icon (a lowercase 'a'). A red arrow points to the text icon. Below the toolbar, the video title "David Risley of Blog Marketing Academy" is displayed. The video frame shows a man in a light blue shirt with the name "David Risley" overlaid in white text. A red arrow points to the text "David Risley". Below the video frame, there is a control bar with a play button, a volume icon, and a progress indicator showing "0:01 / 0:31". Below the control bar, there is a checkbox labeled "Enable text" which is checked. A red circle highlights the text input field containing "David Risley". To the right of the input field are two buttons: "Large" with a dropdown arrow and a square icon with a dropdown arrow.

## Changing Effects

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



## Adding Effects



## Optimising Content for Google



## **Optimise all Content...**

### Website

- Page Titles

- Descriptions

- Headings

- Keywords within the text

### Pictures

- Alt Tags

### Videos

- Title and Description

# Keyword Research





# Google Keyword Tool

## Find keywords

Based on one or more of the following:

Word or phrase	accommodation Ireland
Website	www.google.com/page.html
Category	Apparel <span>▼</span>

Only show ideas closely related to my search terms [?](#)

[Advanced Options and Filters](#)

Locations: United States ✕

Languages: English ✕

Devices: Desktops and laptops

Type the characters that appear in the picture below. Or [sign in](#) to get more keyword ideas tailored to your account. [?](#)

**Quickball,** *de|opry*

Letters are not case-sensitive

Search

Download ▼

View as text ▼

## Explanation..

### Word or Phrase

- Accomodation ireland
- "Accomodation Ireland" – Phrase match
- [Accomodation ireland] – Exact match

# Advanced Options

## Advanced Options and Filters

### Locations and languages ?

- All Countries
- United States
- United Kingdom
- Japan
- Germany
- Brazil

- All Languages
- English
- Japanese
- German
- Portuguese
- .....

### Include specific content ?

Include adult ideas

### Show Ideas and Statistics for ?

Desktop and laptop devices

### Filter ideas ?

Local Monthly Searches >=  Remove

+ Add another

# Results...

<input checked="" type="checkbox"/> Save all Search terms (1)				
Keyword	Competition	Global Monthly Searches <sup>?</sup>	Local Monthly Searches <sup>?</sup>	
<input type="checkbox"/> accommodation ireland -	High	165,000	60,500	
<input checked="" type="checkbox"/> Save all Keyword Ideas (100)				
1 - 50 of 100 <input type="button" value="←"/> <input type="button" value="→"/>				
Keyword	Competition	Global Monthly Searches <sup>?</sup>	Local Monthly Searches <sup>?</sup>	
<input type="checkbox"/> accommodation in ireland -	High	165,000	60,500	
<input type="checkbox"/> holiday accommodation ireland -	High	18,100	8,100	
<input type="checkbox"/> cheap accommodation ireland -	High	8,100	2,400	
<input type="checkbox"/> accommodation northern ireland -	High	22,200	18,100	
<input type="checkbox"/> self catering accommodation ireland -	High	4,400	1,900	
<input type="checkbox"/> castle accommodation ireland -	High	8,100	1,800	
<input type="checkbox"/> holiday accommodation in ireland -	High	18,100	8,100	
<input type="checkbox"/> cheap hotels in ireland -	High	9,900	2,900	
<input type="checkbox"/> luxury accommodation ireland -	High	8,100	1,900	
<input type="checkbox"/> pub accommodation ireland -	High	480	170	
<input type="checkbox"/> hotels ireland -	High	246,000	74,000	
<input type="checkbox"/> holiday accommodation in northern ireland -	High	1,900	1,800	
<input type="checkbox"/> ireland hotels -	High	246,000	74,000	
<input type="checkbox"/> hotel ireland -	High	301,000	74,000	
<input type="checkbox"/> carlingford accommodation ireland -	High	260	140	
<input type="checkbox"/> lighthouse accommodation ireland -	High	210	46	
<input type="checkbox"/> ireland b&b -	High	40,500	8,100	
<input type="checkbox"/> holiday accommodation northern ireland -	High	1,900	1,800	
<input type="checkbox"/> self catering accommodation in northern ireland -	High	590	480	
<input type="checkbox"/> select hotels ireland -	Medium	1,800	1,000	
<input type="checkbox"/> cheap breaks in ireland -	High	9,900	4,400	
<input type="checkbox"/> visiting ireland -	Low	3,800	880	
<input type="checkbox"/> places to stay in ireland -	High	4,400	1,800	
<input type="checkbox"/> ireland accommodation -	High	165,000	60,500	

## Searching on Google...

More search tools



[Hotels Ireland.com](https://www.hotelsireland.com/)  
[www.hotelsireland.com/](https://www.hotelsireland.com/)



**Hotels Ireland** is a guide to accommodation and places to stay in Dublin and throughout Ireland. **Hotels Ireland** features accommodation and lodgings in hotels, ...  
[Search By County](#) - [Hotels](#) - [Hotels](#) - [Hotels in](#) - [Kerry Hotels](#) - [Galway Hotels](#)

## Examples...

Site:[www.discoverireland.ie](http://www.discoverireland.ie)

- Display pages indexed by Google with page titles and descriptions

Hotels ireland site:[ie](http://ie)

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

Links:[www.discoveryireland.ie](http://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



## **Blogging...**

**BLOG**



## **What is Blogging**

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

## 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!

## 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

## 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!



## Example of Good Content



The screenshot shows the website for Kilmore Cottage, featuring a navigation menu, a date bar, and a main banner with three cottage images and a 'Book Now' button. A red arrow points to a guest blog post titled 'Guest Blog: Why Ireland was a great holiday choice for this English family'. The blog post includes a TripAdvisor recommendation, a 'Like' button, and a 'THE CHOICE' section.

Home About Us Guest Reviews Enquiry Accommodation Accessibility Activities **Blog**

Sunday March 04, 2012 Font Size A A

# Kilmore Cottage

Traditional style, modern twist

**Book NOW**  
Or Check Availability

**RECOMMENDED ON**  
  
Kilmore Quay Vacation Rentals  
Based on 32 reviews from verified guests

## Guest Blog: Why Ireland was a great holiday choice for this English family

  3 people like this.

**GUEST BLOGGER:** Paul Kelly, from Cheshire in England

**ABOUT PAUL:** Paul, his wife Helen, and three sons, (Michael, aged 7 and twins Thomas and Patrick, aged 5), spent two weeks in Kilmore Cottage in August, 2010. It was their first family holiday abroad since the birth of the twins. This is their story.

### THE CHOICE

Young boys have strong opinions and high expectations. Five year old Patrick wanted space for football and "running about", while his twin brother Thomas wished for "sandy beaches". Michael's surprisingly refined seven year old palate required "a good seafood restaurant". Every year Helen and I invite these diverse and occasionally impossible requests and each year I disappear into cyber-space, on a quest for the perfect family fortnight away.

The boys chose Ireland. I told them about the weather. I told them about the infamous terrible Irish roads. I told

 FOLLOW ME

Find us on Facebook

 **Kilmore Cottage**  


144 people like Kilmore Cottage.


## Optimising Content for Google



Google™

# Keyword Research

Search Terms (1)		1 - 1 of 1		
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?	
<input type="checkbox"/> ☆ <a href="#">tourism ireland</a> ▾	Low	49,500	14,800	

Keyword ideas (100)		1 - 50 of 100		
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?	
<input type="checkbox"/> ☆ <a href="#">discover ireland</a> ▾	Medium	49,500	27,100	
<input type="checkbox"/> ☆ <a href="#">tourism in ireland</a> ▾	Low	49,500	14,800	
<input type="checkbox"/> ☆ <a href="#">ireland tourism</a> ▾	Low	49,500	14,800	
<input type="checkbox"/> ☆ <a href="#">visit ireland</a> ▾	Low	90,500	33,100	
<input type="checkbox"/> ☆ <a href="#">ireland wiki</a> ▾	Low	40,500	4,400	
<input type="checkbox"/> ☆ <a href="#">tour of ireland</a> ▾	Medium	165,000	33,100	
<input type="checkbox"/> ☆ <a href="#">ireland holidays 2011</a> ▾	Low	33,100	22,200	
<input type="checkbox"/> ☆ <a href="#">failte ireland</a> ▾	Low	14,800	12,100	
<input type="checkbox"/> ☆ <a href="#">irish tourist board</a> ▾	Medium	6,600	880	
<input type="checkbox"/> ☆ <a href="#">tourism ireland jobs</a> ▾	Medium	590	320	
<input type="checkbox"/> ☆ <a href="#">go ireland</a> ▾	Low	110,000	33,100	

# Optimised for Google

Westport Food Festival 2012 | Westport Hotels | Hotels in Westport


http://www.carlton.ie/blog/westportfoodfestival

Maps Keyword sug...bersuggest News (469) Popular Irish Inde...ependent.ie Daily Open

Nimble... Social T... Posts <... 6 Core... HootSuite Home ~... Facebo... Inbox (... Zippys...

Home | Reviews | Affinity | About Us | Rewards | Route Plan

username password **Login**

Lost Password / Register 



[Our Locations](#) | [Business](#) | [Weddings](#) | [Spa](#) | [Gift Vouchers](#) | [Specials](#) | [Mini Explorers](#)

Westport Food Festival

Posted: 2012-09-21 16:00:00

This week the main focus in the county of Mayo was preparing for the All-Ireland Senior Football Final against Donegal on Sunday. I'd say most of the county have been talking about nothing else all week other than the game in Croke Park this weekend. However, for our hotel in Westport, the [Carlton Atlantic Coast Hotel](#), they have spent the week with food on their minds as the town prepares to host the Westport Food Festival this weekend. I've been to Westport many, many times before and the one thing that never changes is the high quality of food served in the area. Their location on the West Coast of Ireland makes them famous for seafood and I have to say some of the best fish I've ever had has been served during meals in Westport. This is one town that knows a lot about good food and how to serve the best, locally produced, tastiest dishes.

There are many events happening over the weekend, including food sampling, cooking demonstrations, picnics, wine tasting, children's activities and many more. At the [Carlton Atlantic Coast Hotel](#) they are hosting a wine tasting on Sunday afternoon presented by Irish Times writer, John Wilson and Wine Australia's

**OG CATEGORIES**

nty Galway Hotels  
egal Hotels  
lin Airport Hotels

## **Example...**

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

Your Hotel is in Killarney...

## 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](mailto: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.

## It appears in search results

### [Valentine's Day in Killarney | Killarney Court Hotel Blog](#)

[www.killarneycourthotel.com/blog/valentines-day-in-killarney/](http://www.killarneycourthotel.com/blog/valentines-day-in-killarney/)

Block all [www.killarneycourthotel.com](http://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

# Blogsearch.google.com

Google blogs

Search Blogs

Search the Web

[Advanced Blog Search](#)  
[Preferences](#)

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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

[all 88 blogs »](#) [Share this story ▼](#)



[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 seal the world's two greatest nuclear powers, President Barack Obama and Russian President Dr 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 ▼](#)

## **Who is reading my blog?**

Check Google Analytics

What comments are you getting?

Anybody sharing?

Feedburner....

## Beware....

66% of blogs not updated in 2 months





**Fáilte Ireland**

National Tourism Development Authority

# **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



**Fáilte Ireland**

National Tourism Development Authority

Running Effective Email Marketing Campaigns

# **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



**Fáilte Ireland**

National Tourism Development Authority

Running Effective Email Marketing Campaigns

# **Improving Email Engagement**

\*REF: Circulator Email Marketing Survey April 2011

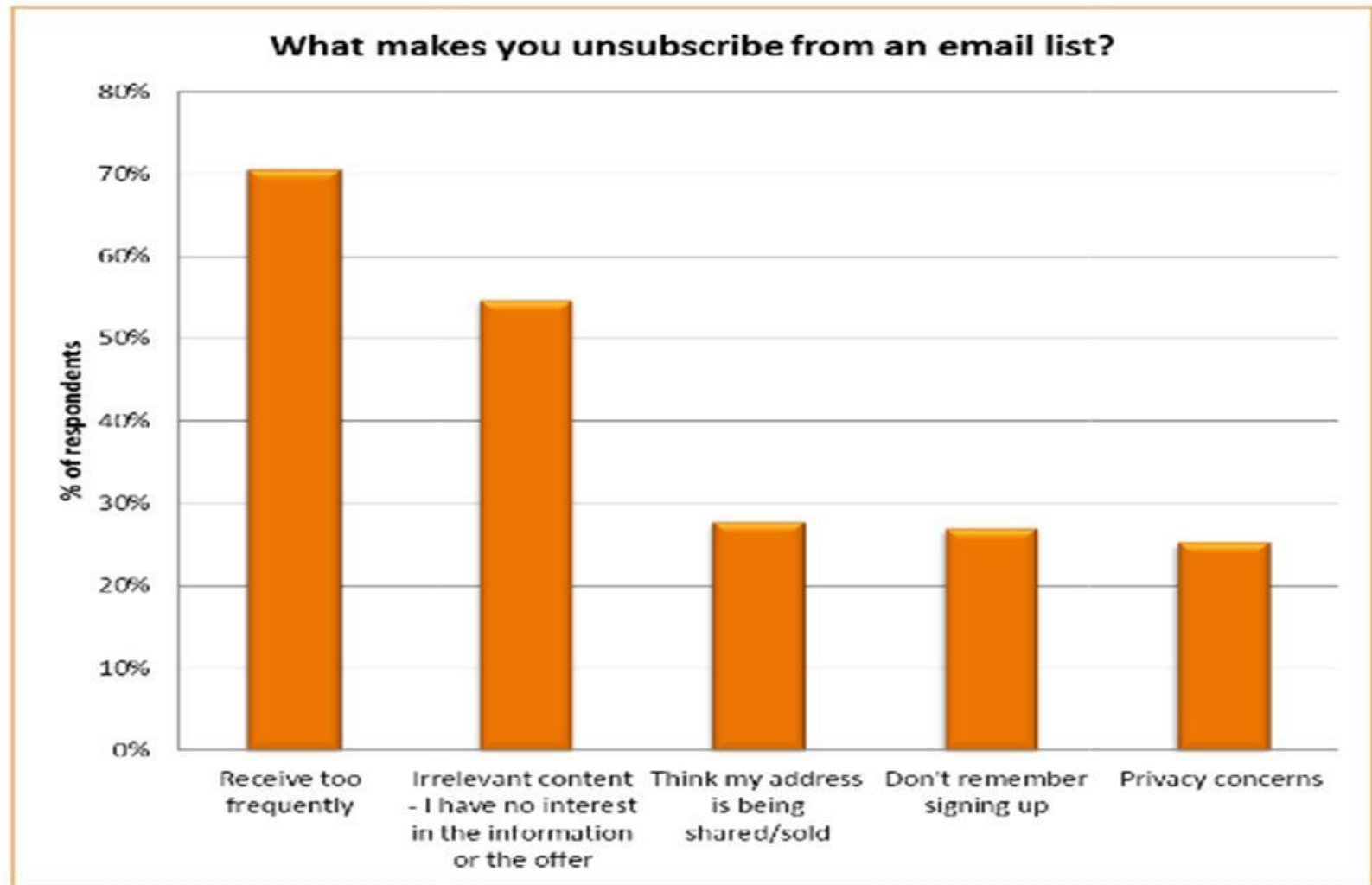


## Reporting & Tracking

- 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



## 2011 Research





**Fáilte Ireland**

National Tourism Development Authority

Running Effective Email Marketing Campaigns

# **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?



## 1. Frequency and Timing

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

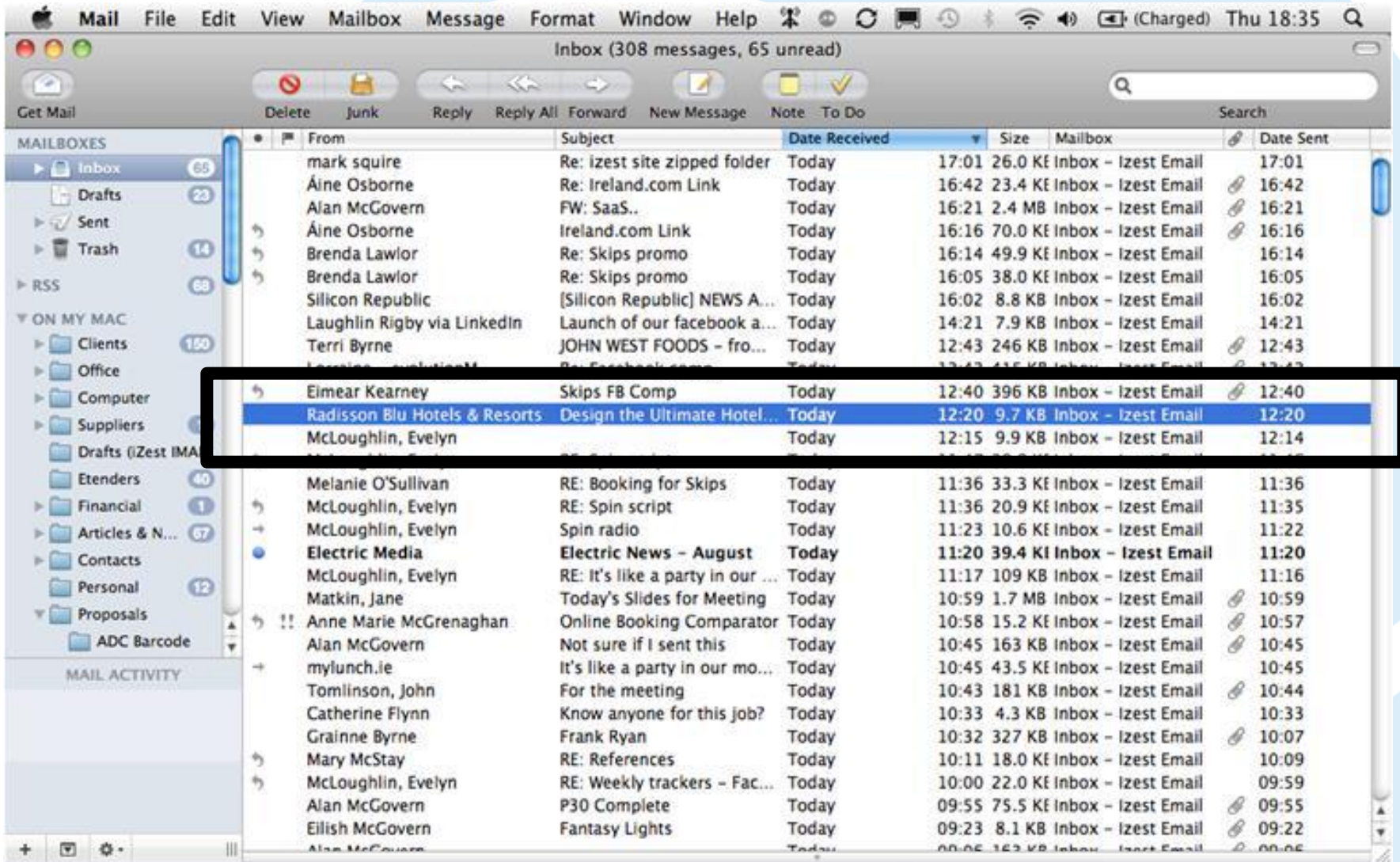




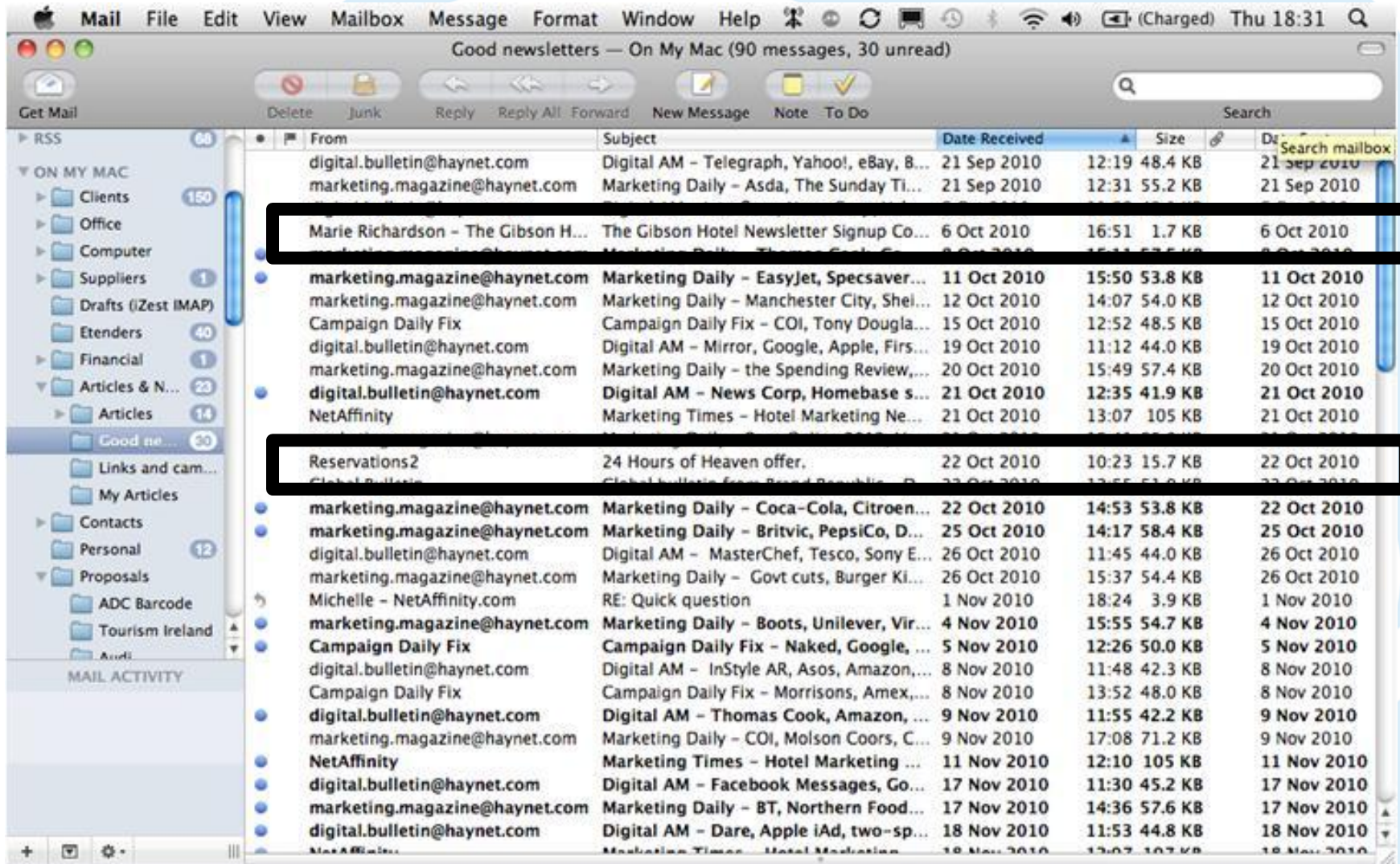
## **2. Branding**

- 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

# Branding



## Branding



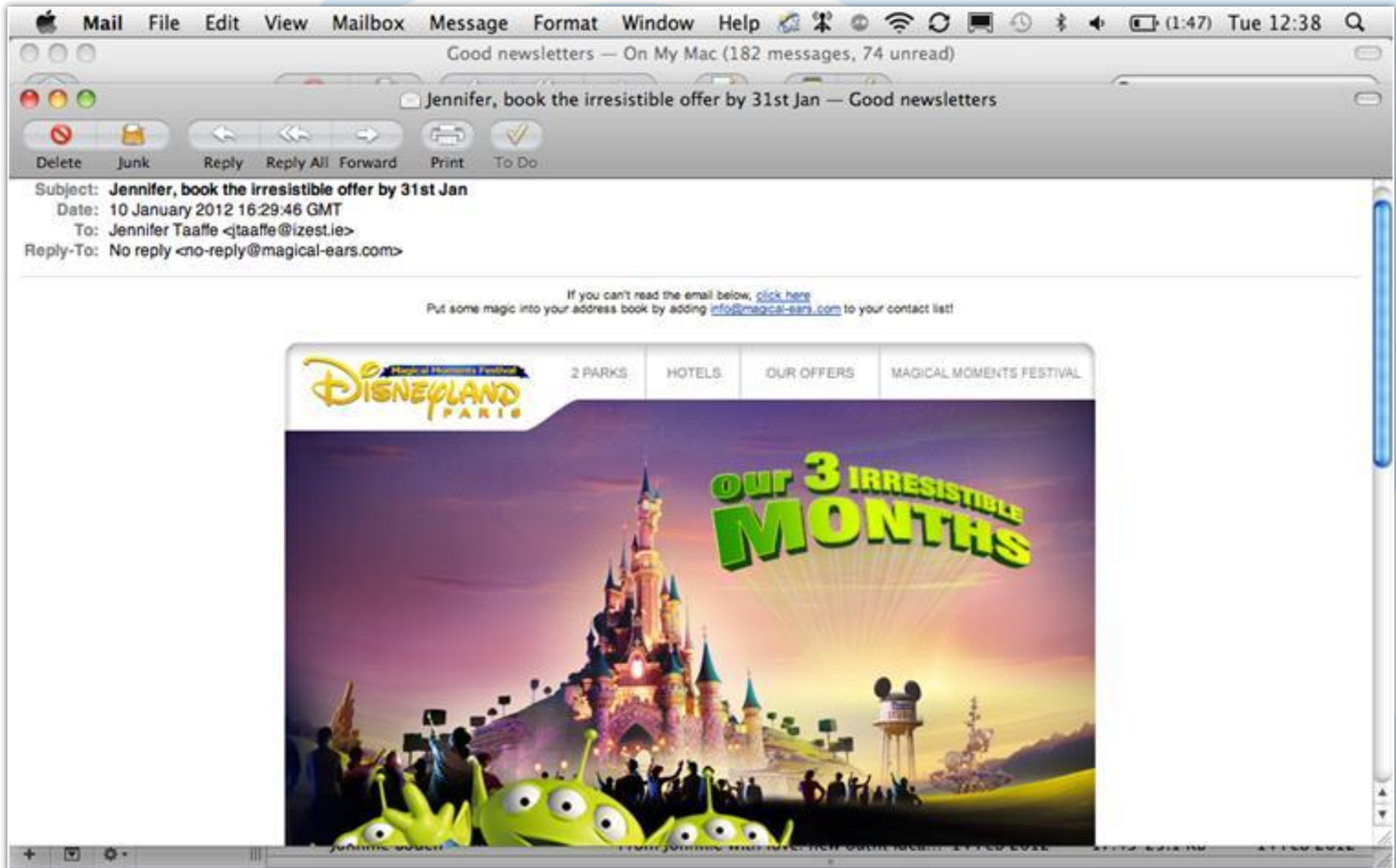
Mail File Edit View Mailbox Message Format Window Help (Charged) Thu 18:31

Good newsletters — On My Mac (90 messages, 30 unread)

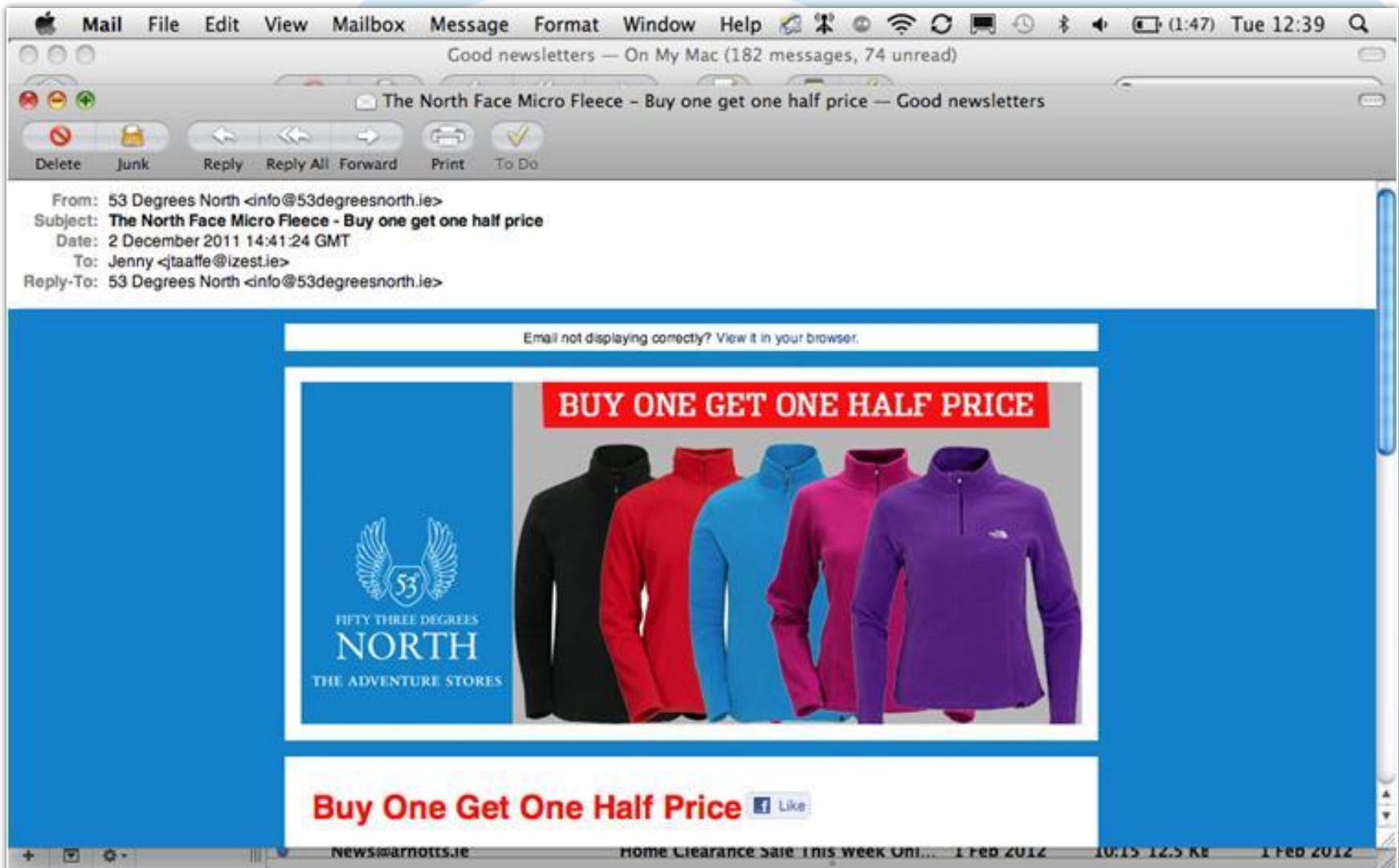
Get Mail Delete Junk Reply Reply All Forward New Message Note To Do Search

From	Subject	Date Received	Size	Date
digital.bulletin@haynet.com	Digital AM - Telegraph, Yahoo!, eBay, B...	21 Sep 2010	12:19 48.4 KB	21 Sep 2010
marketing.magazine@haynet.com	Marketing Daily - Asda, The Sunday Ti...	21 Sep 2010	12:31 55.2 KB	21 Sep 2010
<b>Marie Richardson - The Gibson H...</b>	<b>The Gibson Hotel Newsletter Signup Co...</b>	<b>6 Oct 2010</b>	<b>16:51 1.7 KB</b>	<b>6 Oct 2010</b>
marketing.magazine@haynet.com	Marketing Daily - EasyJet, Specsaver...	11 Oct 2010	15:50 53.8 KB	11 Oct 2010
marketing.magazine@haynet.com	Marketing Daily - Manchester City, Shel...	12 Oct 2010	14:07 54.0 KB	12 Oct 2010
Campaign Daily Fix	Campaign Daily Fix - COI, Tony Dougla...	15 Oct 2010	12:52 48.5 KB	15 Oct 2010
digital.bulletin@haynet.com	Digital AM - Mirror, Google, Apple, Firs...	19 Oct 2010	11:12 44.0 KB	19 Oct 2010
marketing.magazine@haynet.com	Marketing Daily - the Spending Review,...	20 Oct 2010	15:49 57.4 KB	20 Oct 2010
digital.bulletin@haynet.com	Digital AM - News Corp, Homebase s...	21 Oct 2010	12:35 41.9 KB	21 Oct 2010
NetAffinity	Marketing Times - Hotel Marketing Ne...	21 Oct 2010	13:07 105 KB	21 Oct 2010
<b>Reservations2</b>	<b>24 Hours of Heaven offer.</b>	<b>22 Oct 2010</b>	<b>10:23 15.7 KB</b>	<b>22 Oct 2010</b>
marketing.magazine@haynet.com	Marketing Daily - Coca-Cola, Citroen...	22 Oct 2010	14:53 53.8 KB	22 Oct 2010
marketing.magazine@haynet.com	Marketing Daily - Britvic, PepsiCo, D...	25 Oct 2010	14:17 58.4 KB	25 Oct 2010
digital.bulletin@haynet.com	Digital AM - MasterChef, Tesco, Sony E...	26 Oct 2010	11:45 44.0 KB	26 Oct 2010
marketing.magazine@haynet.com	Marketing Daily - Govt cuts, Burger Ki...	26 Oct 2010	15:37 54.4 KB	26 Oct 2010
Michelle - NetAffinity.com	RE: Quick question	1 Nov 2010	18:24 3.9 KB	1 Nov 2010
marketing.magazine@haynet.com	Marketing Daily - Boots, Unilever, Vir...	4 Nov 2010	15:55 54.7 KB	4 Nov 2010
Campaign Daily Fix	Campaign Daily Fix - Naked, Google, ...	5 Nov 2010	12:26 50.0 KB	5 Nov 2010
digital.bulletin@haynet.com	Digital AM - InStyle AR, Asos, Amazon,...	8 Nov 2010	11:48 42.3 KB	8 Nov 2010
Campaign Daily Fix	Campaign Daily Fix - Morrisons, Amex,...	8 Nov 2010	13:52 48.0 KB	8 Nov 2010
digital.bulletin@haynet.com	Digital AM - Thomas Cook, Amazon, ...	9 Nov 2010	11:55 42.2 KB	9 Nov 2010
marketing.magazine@haynet.com	Marketing Daily - COI, Molson Coors, C...	9 Nov 2010	17:08 71.2 KB	9 Nov 2010
NetAffinity	Marketing Times - Hotel Marketing ...	11 Nov 2010	12:10 105 KB	11 Nov 2010
digital.bulletin@haynet.com	Digital AM - Facebook Messages, Go...	17 Nov 2010	11:30 45.2 KB	17 Nov 2010
marketing.magazine@haynet.com	Marketing Daily - BT, Northern Food...	17 Nov 2010	14:36 57.6 KB	17 Nov 2010
digital.bulletin@haynet.com	Digital AM - Dare, Apple iAd, two-sp...	18 Nov 2010	11:53 44.8 KB	18 Nov 2010

## Logo Placement

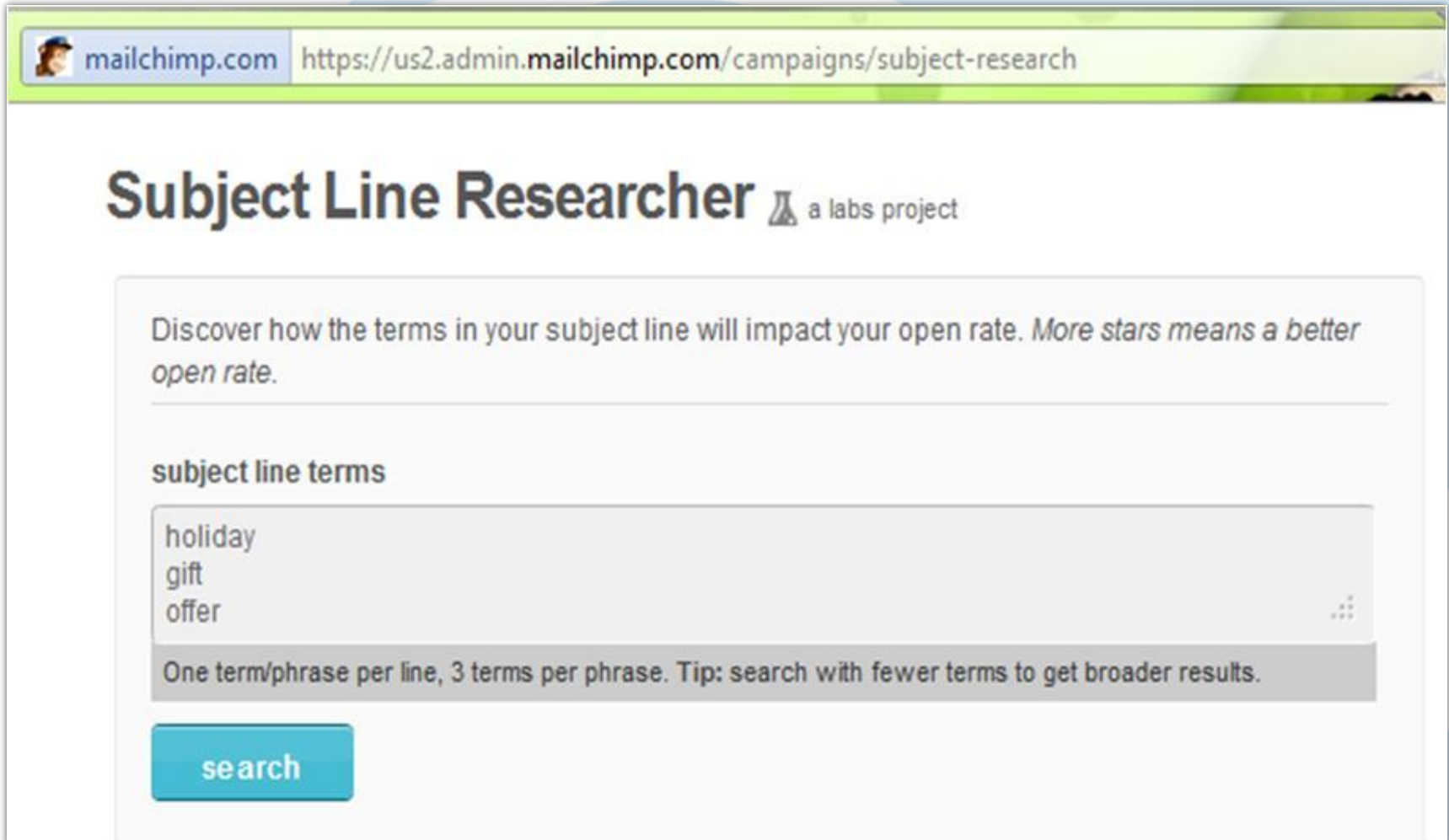


## Logo Placement





### 3. Subject Lines



The screenshot shows the Mailchimp Subject Line Researcher interface. At the top, there is a browser address bar with the URL <https://us2.admin.mailchimp.com/campaigns/subject-research>. Below the address bar, the page title is "Subject Line Researcher" followed by a flask icon and the text "a labs project". The main content area contains a descriptive paragraph: "Discover how the terms in your subject line will impact your open rate. *More stars means a better open rate.*". Below this is a section titled "subject line terms" with a text input field containing the words "holiday", "gift", and "offer" on separate lines. To the right of the input field is a three-dot menu icon. Below the input field is a grey tip box that reads: "One term/phrase per line, 3 terms per phrase. Tip: search with fewer terms to get broader results." At the bottom of the interface is a blue button labeled "search".



## 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

holiday  
gift  
offer

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

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	★ ★ ★ ★ ★

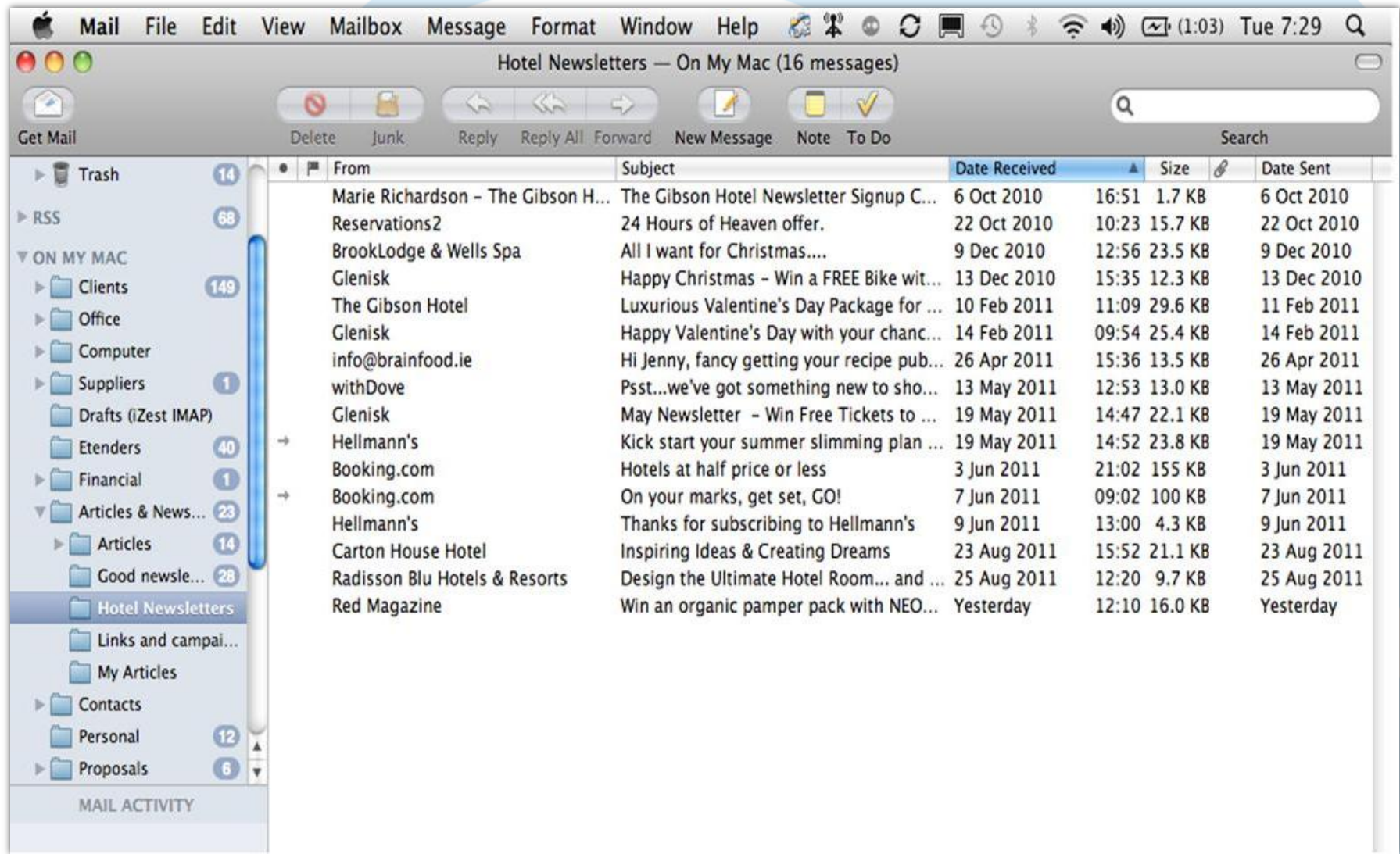




## **Subject Lines - Exercise**

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

## Subject Lines – Exercise



The screenshot shows the Apple Mail application interface. The title bar reads "Hotel Newsletters — On My Mac (16 messages)". The menu bar includes Mail, File, Edit, View, Mailbox, Message, Format, Window, and Help. The toolbar contains icons for Get Mail, Delete, Junk, Reply, Reply All, Forward, New Message, Note, and To Do. A search bar is located on the right side of the toolbar.

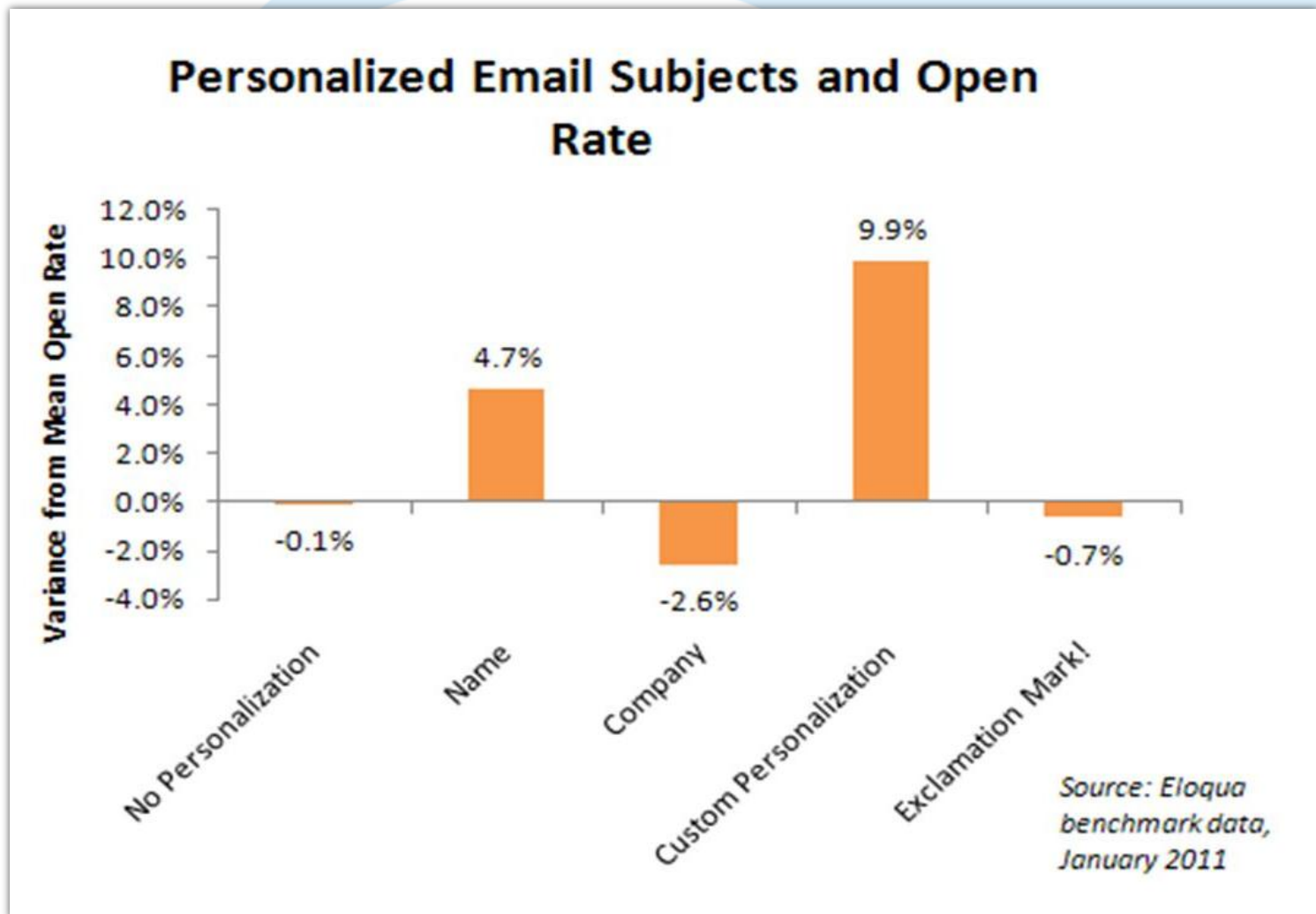
The left sidebar shows the mailbox structure with folders like Trash (14), RSS (68), and "ON MY MAC" containing subfolders such as Clients (149), Office, Computer, Suppliers (1), Drafts (iZest IMAP), Etenders (40), Financial (1), Articles & News... (23), Articles (14), Good newsle... (28), Hotel Newsletters (selected), Links and campai..., My Articles, Contacts, Personal (12), and Proposals (6). The "MAIL ACTIVITY" section is visible at the bottom of the sidebar.

The main pane displays a list of 16 messages with columns for From, Subject, Date Received, Size, and Date Sent. The messages are as follows:

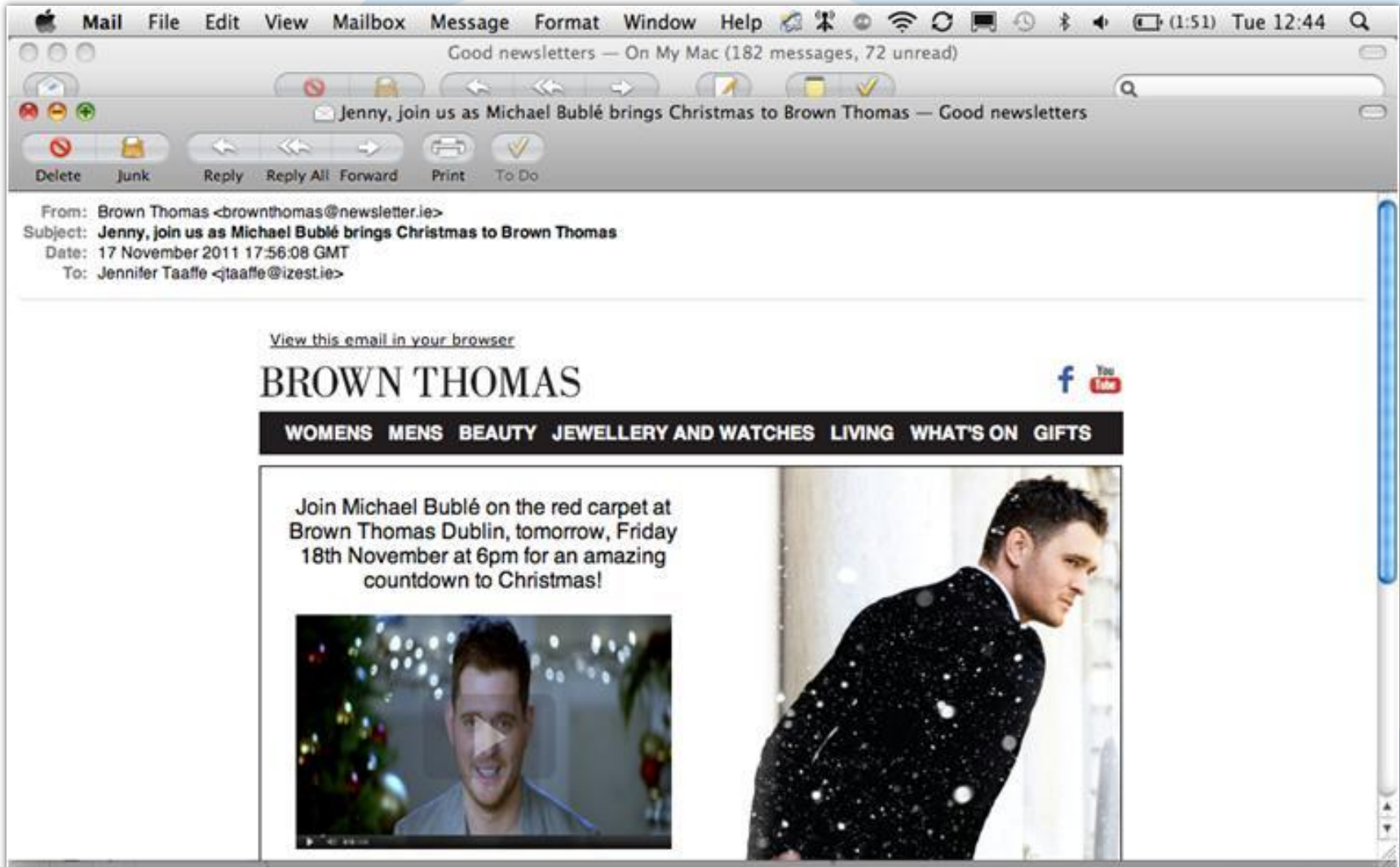
From	Subject	Date Received	Size	Date Sent
Marie Richardson - The Gibson H...	The Gibson Hotel Newsletter Signup C...	6 Oct 2010	16:51 1.7 KB	6 Oct 2010
Reservations2	24 Hours of Heaven offer.	22 Oct 2010	10:23 15.7 KB	22 Oct 2010
BrookLodge & Wells Spa	All I want for Christmas....	9 Dec 2010	12:56 23.5 KB	9 Dec 2010
Glenisk	Happy Christmas - Win a FREE Bike wit...	13 Dec 2010	15:35 12.3 KB	13 Dec 2010
The Gibson Hotel	Luxurious Valentine's Day Package for ...	10 Feb 2011	11:09 29.6 KB	11 Feb 2011
Glenisk	Happy Valentine's Day with your chanc...	14 Feb 2011	09:54 25.4 KB	14 Feb 2011
info@brainfood.ie	Hi Jenny, fancy getting your recipe pub...	26 Apr 2011	15:36 13.5 KB	26 Apr 2011
withDove	Psst...we've got something new to sho...	13 May 2011	12:53 13.0 KB	13 May 2011
Glenisk	May Newsletter - Win Free Tickets to ...	19 May 2011	14:47 22.1 KB	19 May 2011
Hellmann's	Kick start your summer slimming plan ...	19 May 2011	14:52 23.8 KB	19 May 2011
Booking.com	Hotels at half price or less	3 Jun 2011	21:02 155 KB	3 Jun 2011
Booking.com	On your marks, get set, GO!	7 Jun 2011	09:02 100 KB	7 Jun 2011
Hellmann's	Thanks for subscribing to Hellmann's	9 Jun 2011	13:00 4.3 KB	9 Jun 2011
Carton House Hotel	Inspiring Ideas & Creating Dreams	23 Aug 2011	15:52 21.1 KB	23 Aug 2011
Radisson Blu Hotels & Resorts	Design the Ultimate Hotel Room... and ...	25 Aug 2011	12:20 9.7 KB	25 Aug 2011
Red Magazine	Win an organic pamper pack with NEO...	Yesterday	12:10 16.0 KB	Yesterday



## 4. Personalisation



## Personalised Subject Lines



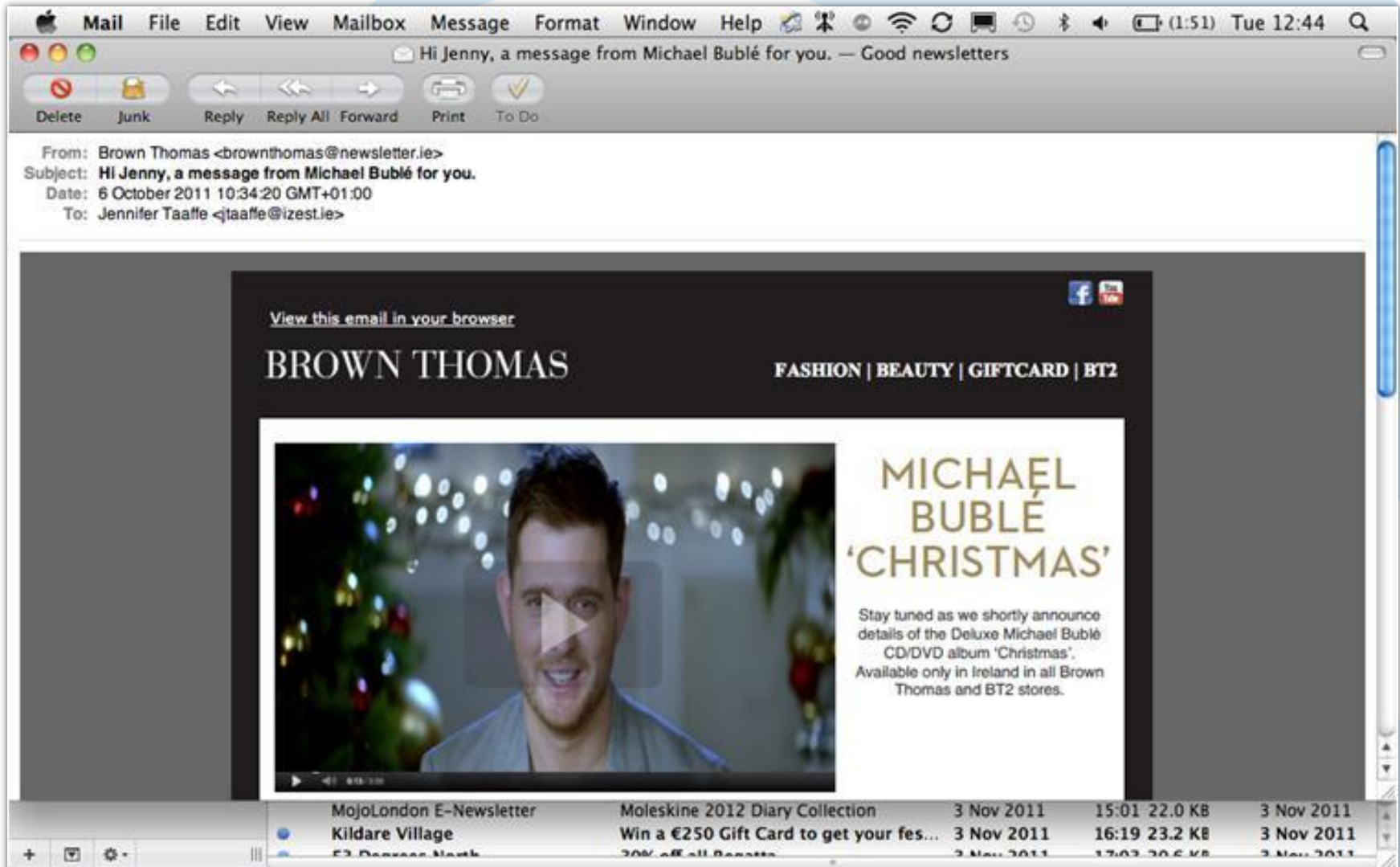
The screenshot shows an email client window with the following details:

- Window title: Good newsletters — On My Mac (182 messages, 72 unread)
- Subject line: Jenny, join us as Michael Bublé brings Christmas to Brown Thomas — Good newsletters
- From: Brown Thomas <brownthomas@newsletter.ie>
- Subject: Jenny, join us as Michael Bublé brings Christmas to Brown Thomas
- Date: 17 November 2011 17:56:08 GMT
- To: Jennifer Taaffe <jtaaffe@izest.ie>

The email content includes:

- A link: [View this email in your browser](#)
- Brand name: **BROWN THOMAS**
- Social media icons for Facebook and YouTube.
- Navigation menu: WOMENS MENS BEAUTY JEWELLERY AND WATCHES LIVING WHAT'S ON GIFTS
- Text: Join Michael Bublé on the red carpet at Brown Thomas Dublin, tomorrow, Friday 18th November at 6pm for an amazing countdown to Christmas!
- Two images: A video thumbnail of Michael Bublé and a full-width image of him in a black sequined suit.

## Personalised Subject Lines



The screenshot shows an email client window with the following details:

- Subject: **Hi Jenny, a message from Michael Bublé for you. — Good newsletters**
- From: Brown Thomas <brownthomas@newsletter.ie>
- Subject: **Hi Jenny, a message from Michael Bublé for you.**
- Date: 6 October 2011 10:34:20 GMT+01:00
- To: Jennifer Taaffe <jtaaffe@izest.ie>

The email content features a dark header with the text "View this email in your browser" and social media icons. Below this, the "BROWN THOMAS" logo is on the left, and "FASHION | BEAUTY | GIFTCARD | BT2" is on the right. The main content area contains a video player showing Michael Bublé and a text box that reads:

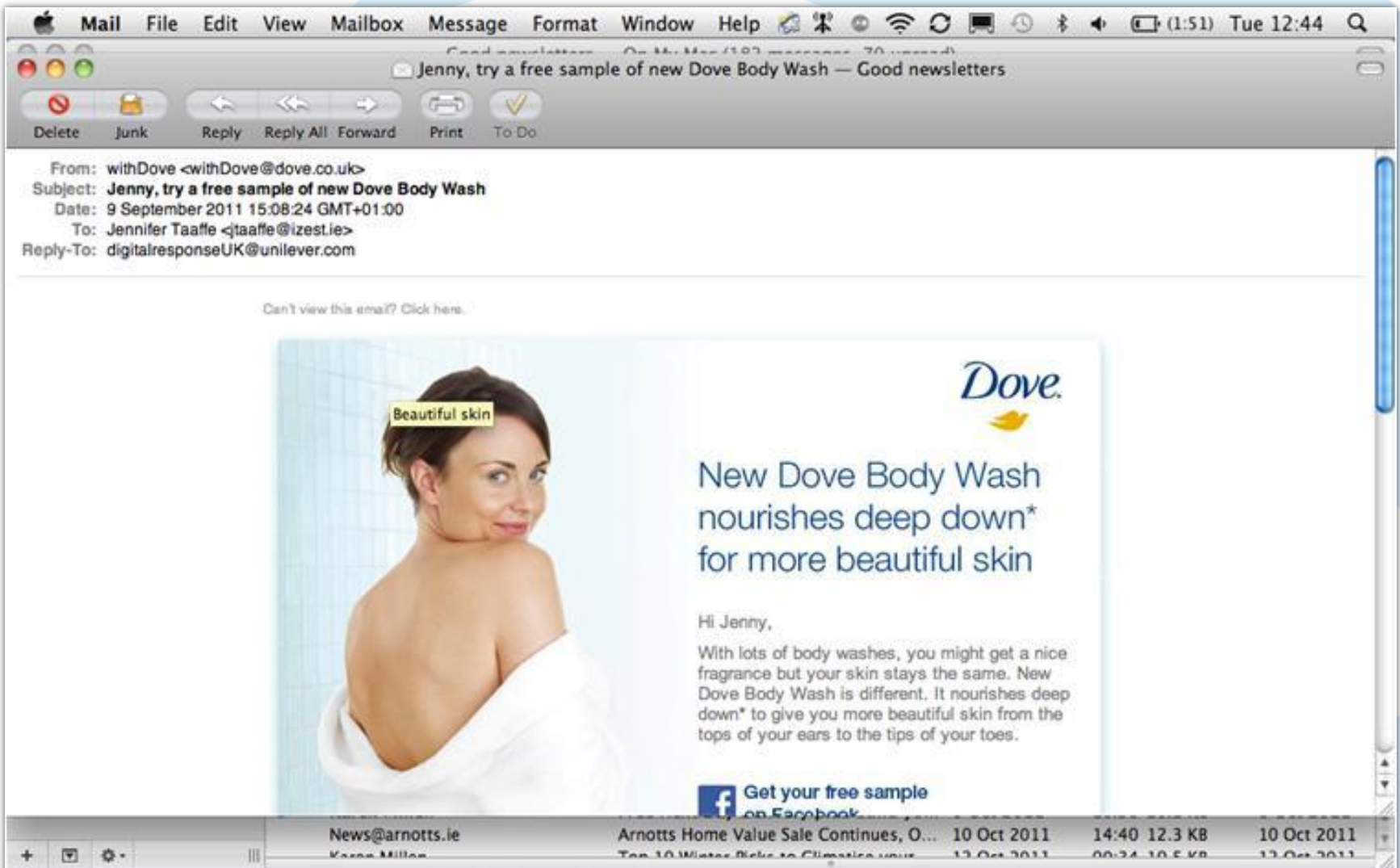
**MICHAEL BUBLÉ 'CHRISTMAS'**

Stay tuned as we shortly announce details of the Deluxe Michael Bublé CD/DVD album 'Christmas'. Available only in Ireland in all Brown Thomas and BT2 stores.

At the bottom, a table lists several other emails in the inbox:

Sender	Subject	Date	Time	Size	Date
MojoLondon	E-Newsletter	3 Nov 2011	15:01	22.0 KB	3 Nov 2011
Kildare Village	Win a €250 Gift Card to get your fes...	3 Nov 2011	16:19	23.2 KB	3 Nov 2011
53 Degrees North	20% off all Besette	3 Nov 2011	17:03	20.6 KB	3 Nov 2011

## Personalised Subject & Content



The screenshot shows an email client window with the following details:

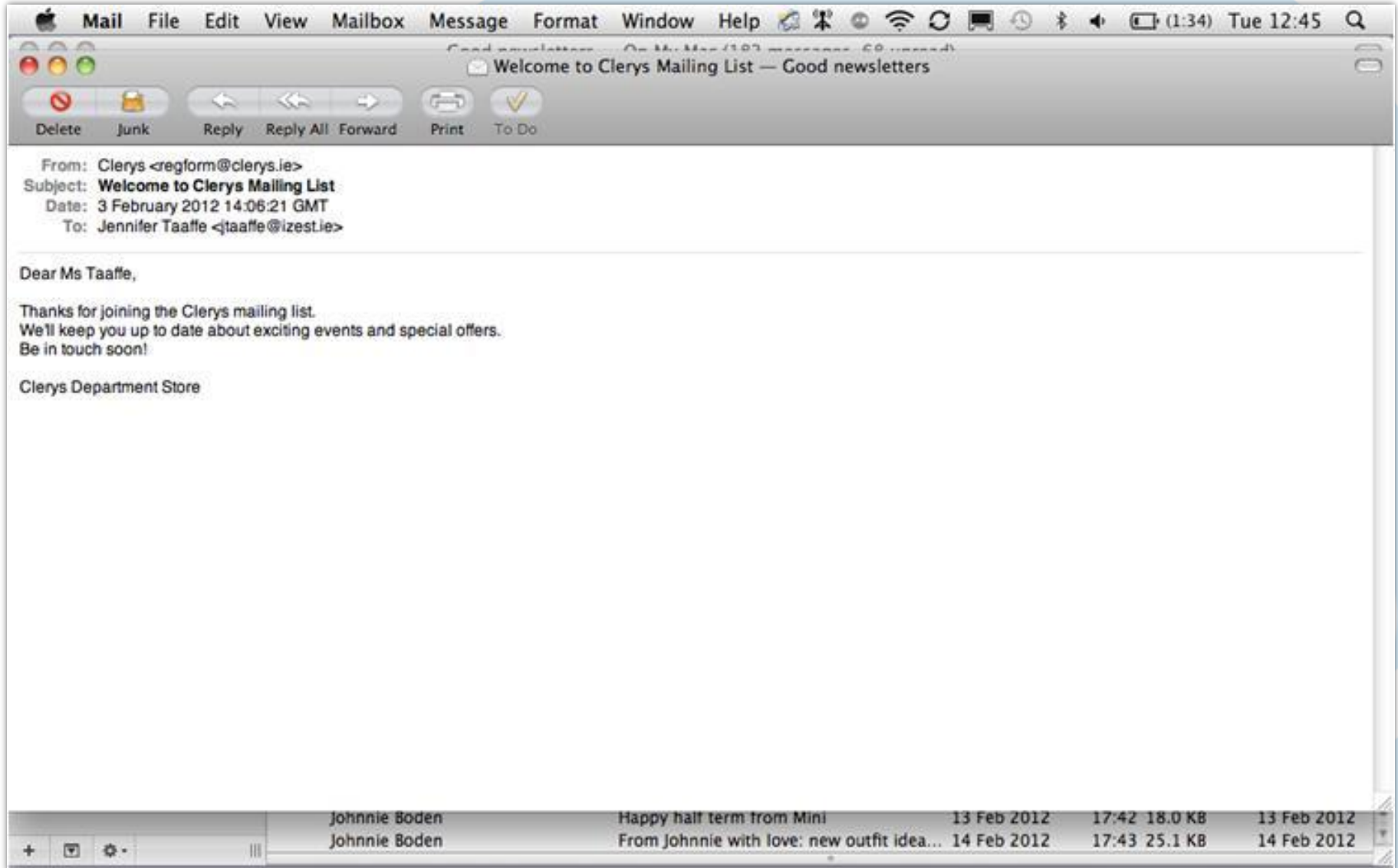
- Subject:** Jenny, try a free sample of new Dove Body Wash — Good newsletters
- From:** withDove <withDove@dove.co.uk>
- Date:** 9 September 2011 15:08:24 GMT+01:00
- To:** Jennifer Taaffe <jtaaffe@izest.ie>
- Reply-To:** digitalresponseUK@unilever.com

The email content includes:

- A link: [Can't view this email? Click here.](#)
- An image of a woman with a yellow callout box that says "Beautiful skin".
- The Dove logo.
- Text: "New Dove Body Wash nourishes deep down\* for more beautiful skin"
- Text: "Hi Jenny, With lots of body washes, you might get a nice fragrance but your skin stays the same. New Dove Body Wash is different. It nourishes deep down\* to give you more beautiful skin from the tops of your ears to the tips of your toes."
- A Facebook link: "Get your free sample on Facebook"

The bottom of the screenshot shows a table of recent emails:

Sender	Subject	Date	Time	Size	Date
News@arnotts.ie	Arnotts Home Value Sale Continues, O...	10 Oct 2011	14:40	12.3 KB	10 Oct 2011
Kerry Miller	Top 10 Winter Bids to Climate Jour...	13 Oct 2011	09:34	10.5 KB	13 Oct 2011



## Personalised Subject & Content



Mail File Edit View Mailbox Message Format Window Help (1:34) Tue 12:46

Good newsletters — On My Mac (182 messages, 63 unread)

Win this winter's hottest clutch bag! — Good newsletters

Delete Junk Reply Reply All Forward Print To Do

Can't see the email? [click here](#)

**BEAUTY** RECOMMENDED  
Chosen by experts. Followed by you.  
brought to you by [supersavvyme](#)

**WIN  
A SERIOUSLY  
CHIC  
CLUTCH BAG  
WORTH  
£185**

**Dear Jenny,**

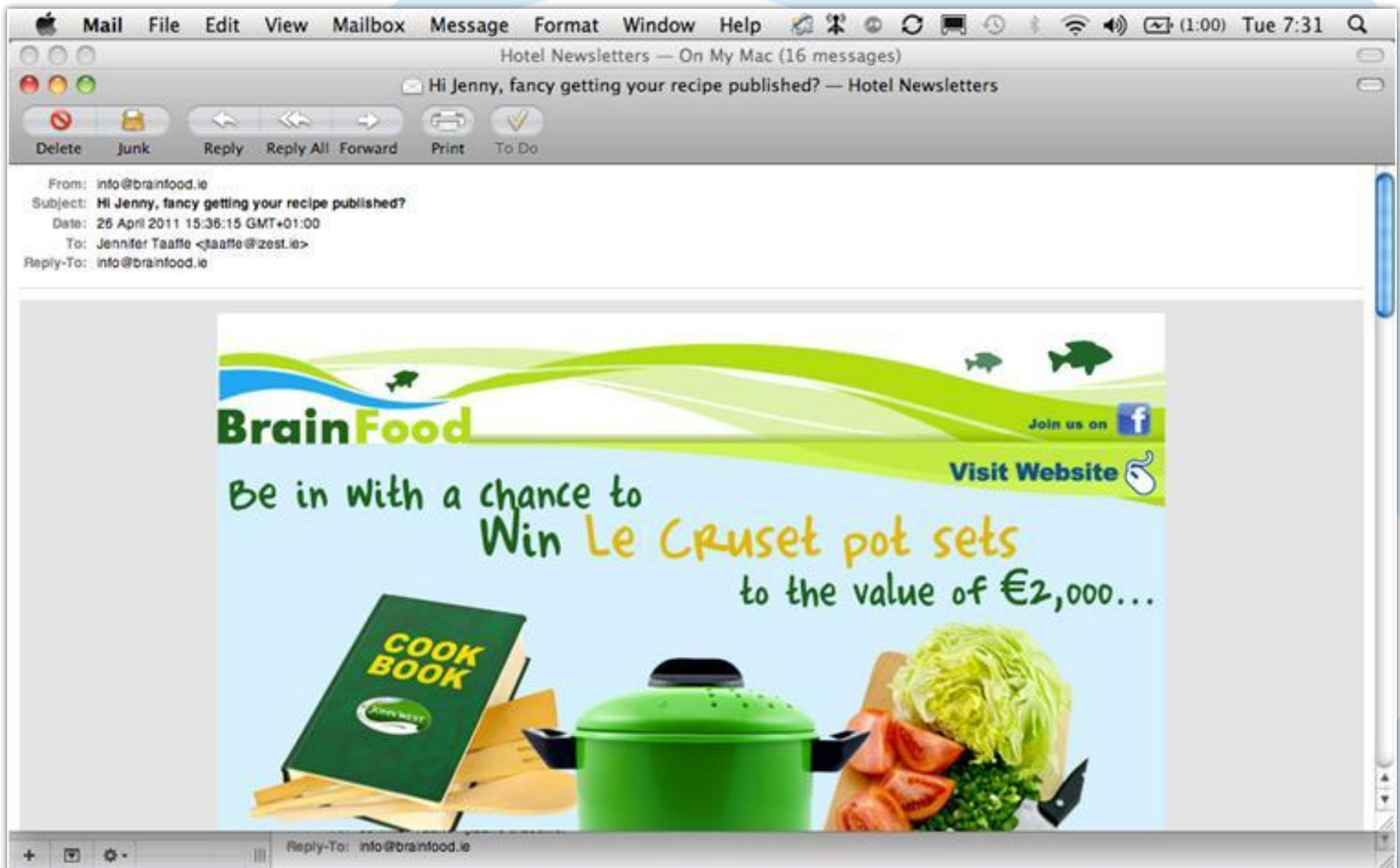
Need a little pick up this winter? A [brightly coloured clutch bag](#) from French label Maje with some of our hottest beauty products for 2012 might just be the thing. Remember to enter our [Win it competition](#) for your chance to win...

This season everyone is talking about - hats! Find out how to work it with [hair and make-up tips](#) from our experts. And to make sure your hair

PANTENE



## Personalisation





## **5. Email Length**

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

## Email Length



Mail File Edit View Mailbox Message Format Window Help (0:56) Tue 7:36

On your marks, get set, GO! — Hotel Newsletters

Delete Junk Reply Reply All Forward Print To Do

From: Booking.com <email.campaign@et.booking.com>  
Subject: **On your marks, get set, GO!**  
Date: 7 June 2011 09:02:06 GMT+01:00  
To: Jennifer Taaffe <jtaaffe@izest.ie>  
Reply-To: Booking.com <reply-ff3415707267-6\_HTML-8057019-10090175-2282@et.booking.com>

London's calling to the faraway towns [View this email as a web page.](#)

Home | [FAQ](#) | [My Profile](#)

**BOOKING.COM**  
online hotel reservations

**Flash Deals!**

Never miss a Flash Deal:  
[visit our members-only website](#)

	UK from € 20	>
	Spain from € 13	>
	Italy from € 15	>
	France from € 16	>
	USA from € 12	>

**Visiting London next year?**

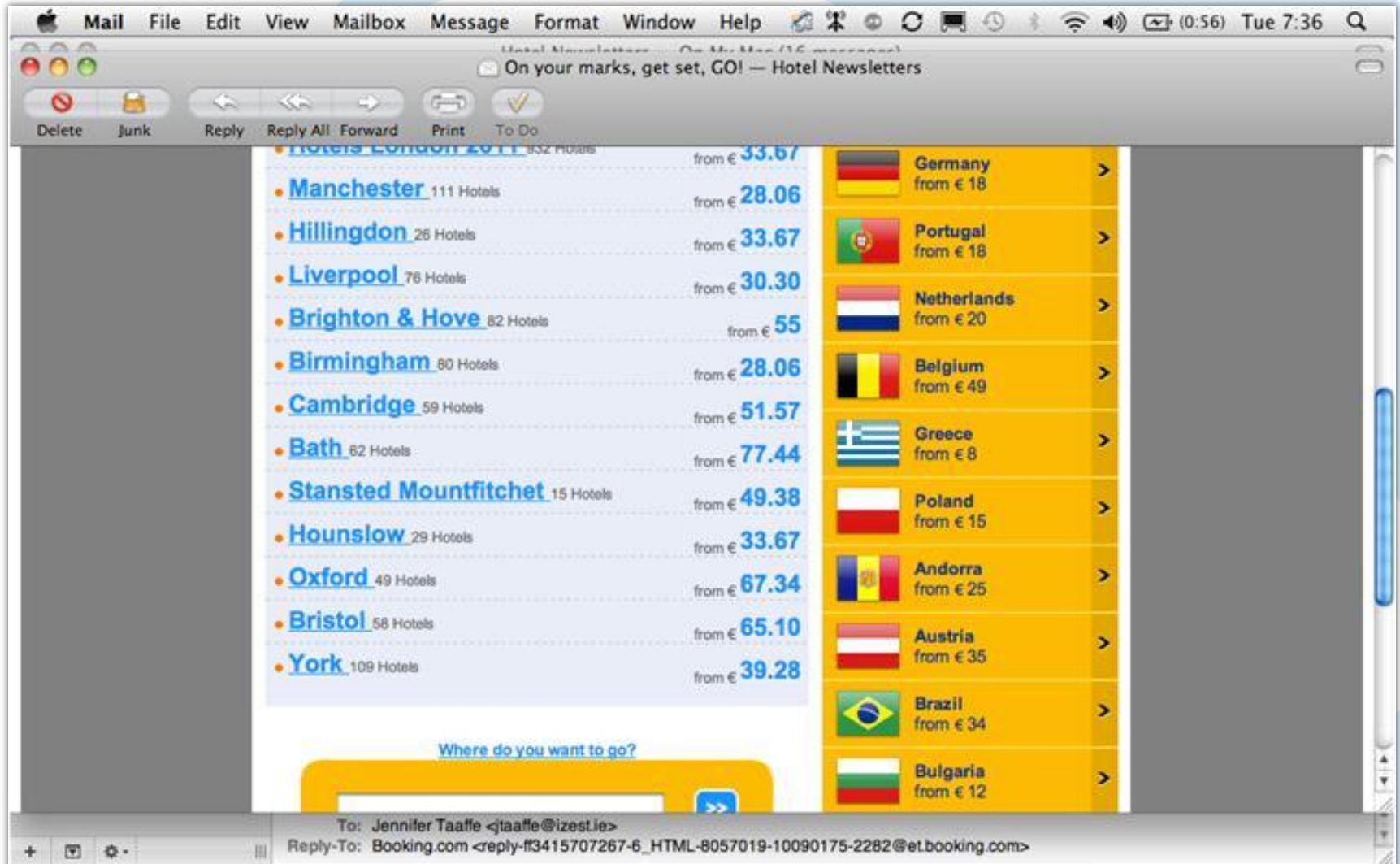
We've extended our availability to include summer 2012. Visit [Booking.com](#) for great hotel deals in London. You can now book hotels over 1 year in advance of your stay.

- [Visiting London next year?](#)

**English summer savings - 2011**

To: Jennifer Taaffe <jtaaffe@izest.ie>  
Reply-To: Booking.com <reply-ff3415707267-6\_HTML-8057019-10090175-2282@et.booking.com>

## Email Length



The screenshot shows an email client window titled "Hotel Newsletters" with the subject "On your marks, get set, GO! — Hotel Newsletters". The main content area displays a list of hotel newsletters with the following details:

City	Number of Hotels	Price (from €)
Manchester	111	28.06
Hillingdon	26	33.67
Liverpool	76	30.30
Brighton & Hove	82	55
Birmingham	80	28.06
Cambridge	59	51.57
Bath	62	77.44
Stansted Mountfitchet	15	49.38
Hounslow	29	33.67
Oxford	49	67.34
Bristol	56	65.10
York	109	39.28

Below the list, there is a section titled "Where do you want to go?" with a search bar and a list of countries, each with a flag and a price:

Country	Price (from €)
Germany	18
Portugal	18
Netherlands	20
Belgium	49
Greece	8
Poland	15
Andorra	25
Austria	35
Brazil	34
Bulgaria	12

The email footer contains the following information:

To: Jennifer Taaffe <jtaaffe@izest.ie>  
Reply-To: Booking.com <reply-#3415707267-6\_HTML-8057019-10090175-2282@et.booking.com>

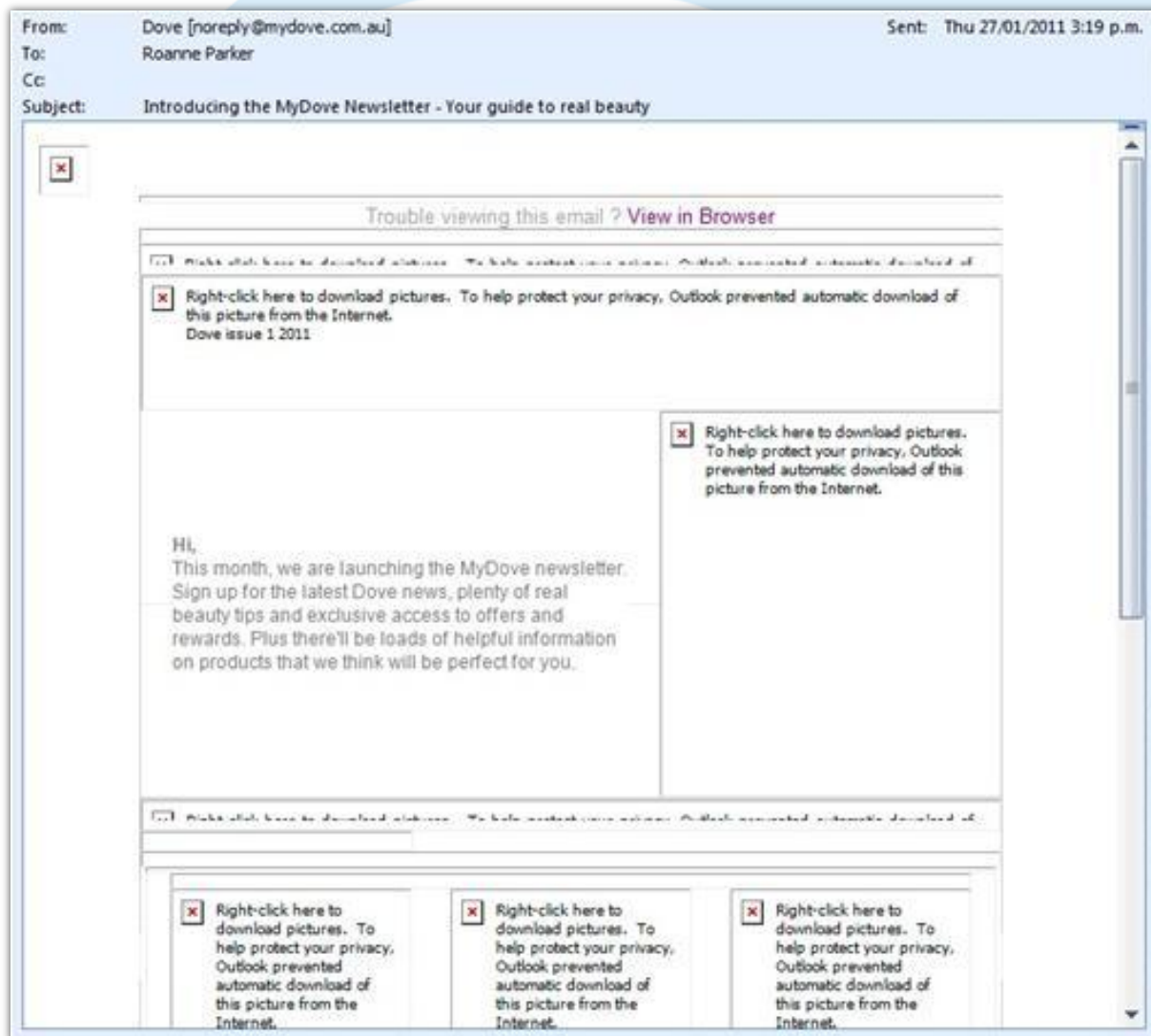


## **6. Email Content**

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



## Blocked Images





## 7. Privacy/Unsubscribe

### Data protection and privacy

Booking.com will never share your email with anyone, and we have a strict NO SPAM policy. Read our full Privacy Statement. We are sending you this newsletter because you have previously given us permission to do so.

[Unsubscribe here](#)

Copyright © 1996–2011 Booking.com. All rights reserved.  
This e-mail was sent by Booking.com, Weteringschans 28, 1017 SG  
Amsterdam, Netherlands

Slide 49 of 176

Screen shot 17.11.54

Screen shot 11.42.47

Screen shot 12.00.44

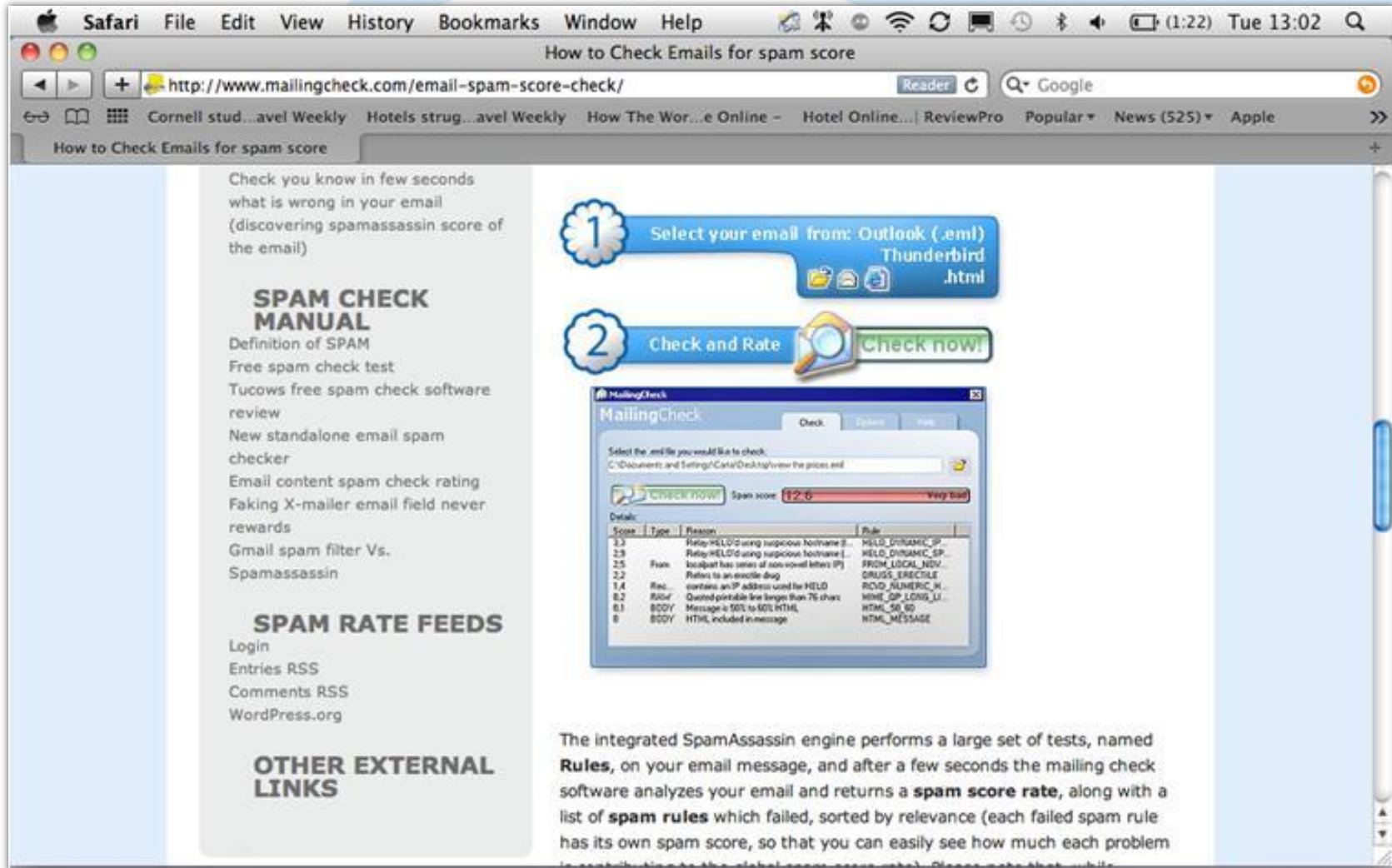
Screen shot 12.40.52



You've registered with us as: [taaffe@izest.ie](mailto:taaffe@izest.ie)

[Privacy policy](#) | [Unsubscribe](#) | [Radisson Blu Hotels & Resorts](#) | [Update your details](#)  
Conditions apply

## 8. Spam Rating



Check you know in few seconds what is wrong in your email (discovering spamassassin score of the email)

### SPAM CHECK MANUAL

- Definition of SPAM
- Free spam check test
- Tucows free spam check software review
- New standalone email spam checker
- Email content spam check rating
- Faking X-mailer email field never rewards
- Gmail spam filter Vs. Spamassassin

### SPAM RATE FEEDS

- Login
- Entries RSS
- Comments RSS
- WordPress.org

### OTHER EXTERNAL LINKS

- 1 Select your email from: Outlook (.eml), Thunderbird, .html
- 2 Check and Rate [Check now!](#)

MailingCheck

Select the .eml file you would like to check:  
C:\Documents and Settings\Catal\Desktop\view the prices.eml

[Check now!](#) Spam score: **12.6** Very bad

Score	Type	Reason	Rule
3.3		Relay-HELO'd using suspicious hostname [	MSLD_DYNAMIC_IP
2.9		Relay-HELO'd using suspicious hostname [	HELO_DYNAMIC_SP
2.5	From	localhost has series of non-vowel letters [P]	FROM_LOCAL_HOST
2.2		Refers to an executable debug	CRUUSE_STRICTLE
1.4	Rec.	contains an IP address used for HELO	RCVD_NUMERIC_H
0.2	BODY	Quoted printable line longer than 76 chars	MINI_QP_LONG_LI
0.1	BODY	Message is 50% to 60% HTML	HTML_50_60
0	BODY	HTML included in message	HTML_MESSAGE

The integrated SpamAssassin engine performs a large set of tests, named **Rules**, on your email message, and after a few seconds the mailing check software analyzes your email and returns a **spam score rate**, along with a list of **spam rules** which failed, sorted by relevance (each failed spam rule has its own spam score, so that you can easily see how much each problem is contributing to the global spam score rate). Please note that while





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Running Effective Email Marketing Campaigns

# **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



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## **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	<b>Last Name</b>	<b>First Name</b>	<b>Email Address</b>	<b>Department</b>	<b>Locality</b>	
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						
19						
20						
21						
22						
23						
24						
25						
26						
27						

Navigation tabs: Master | Restaurant | Spa | Family Holidays | Business | Conference | Wedding



## Set Targets - Exercise

Existing Database	
New Targets	
<b>Online:</b>	



## Set Targets - Exercise

<b>Existing Database</b>	<b>1,775</b>
Past mid-week guests	500
Past weekend guests	1,100
Fishing enthusiasts	175
<b>New Targets</b>	<b>1,350</b>
<b>Online:</b>	
Website sign-up	250
Facebook competition	400
<b>Offline:</b>	
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	



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# **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**



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

**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**



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Running Effective Email Marketing Campaigns

# **Self Managed Email Systems**

## Creating your own emails



## 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





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# **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.



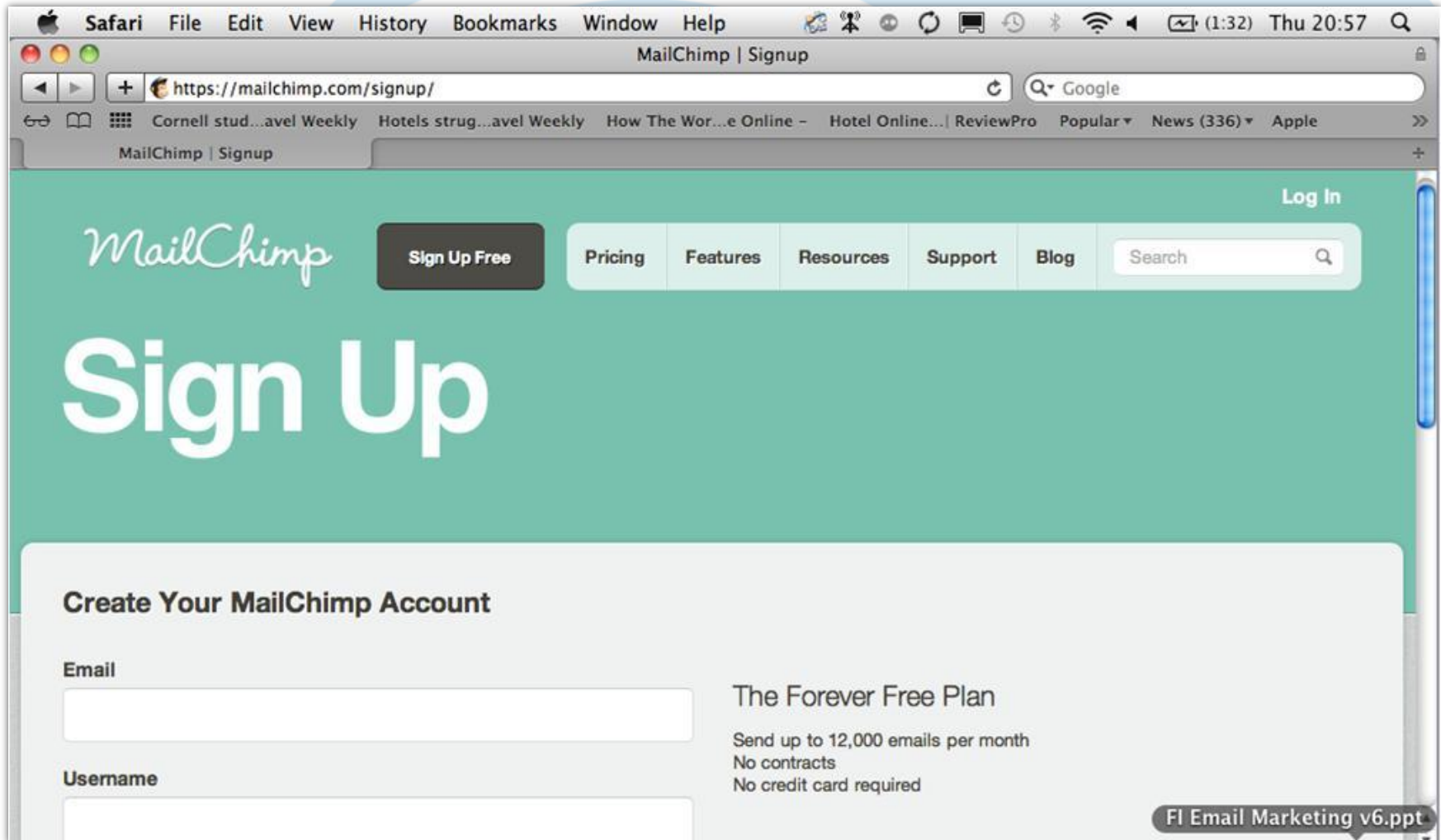
**Fáilte Ireland**

National Tourism Development Authority

Running Effective Email Marketing Campaigns

# **Mail Chimp Live Demo & Exercise**

## Sign Up and Activate Account



The screenshot shows a Safari browser window displaying the MailChimp Sign Up page. The browser's address bar shows the URL <https://mailchimp.com/signup/>. The page features the MailChimp logo, a "Sign Up Free" button, and navigation links for Pricing, Features, Resources, Support, and Blog. A search bar is also present. The main heading is "Sign Up". Below this, there is a form titled "Create Your MailChimp Account" with fields for "Email" and "Username". To the right of the form, the "The Forever Free Plan" is highlighted, with details: "Send up to 12,000 emails per month", "No contracts", and "No credit card required". A "Log In" link is visible in the top right corner. The browser's status bar at the bottom right indicates the file "FI Email Marketing v6.ppt".

**MailChimp** Sign Up Free Pricing Features Resources Support Blog Search

# Sign Up

**Create Your MailChimp Account**

**Email**

**Username**

**The Forever Free Plan**

Send up to 12,000 emails per month  
No contracts  
No credit card required

Log In

FI Email Marketing v6.ppt

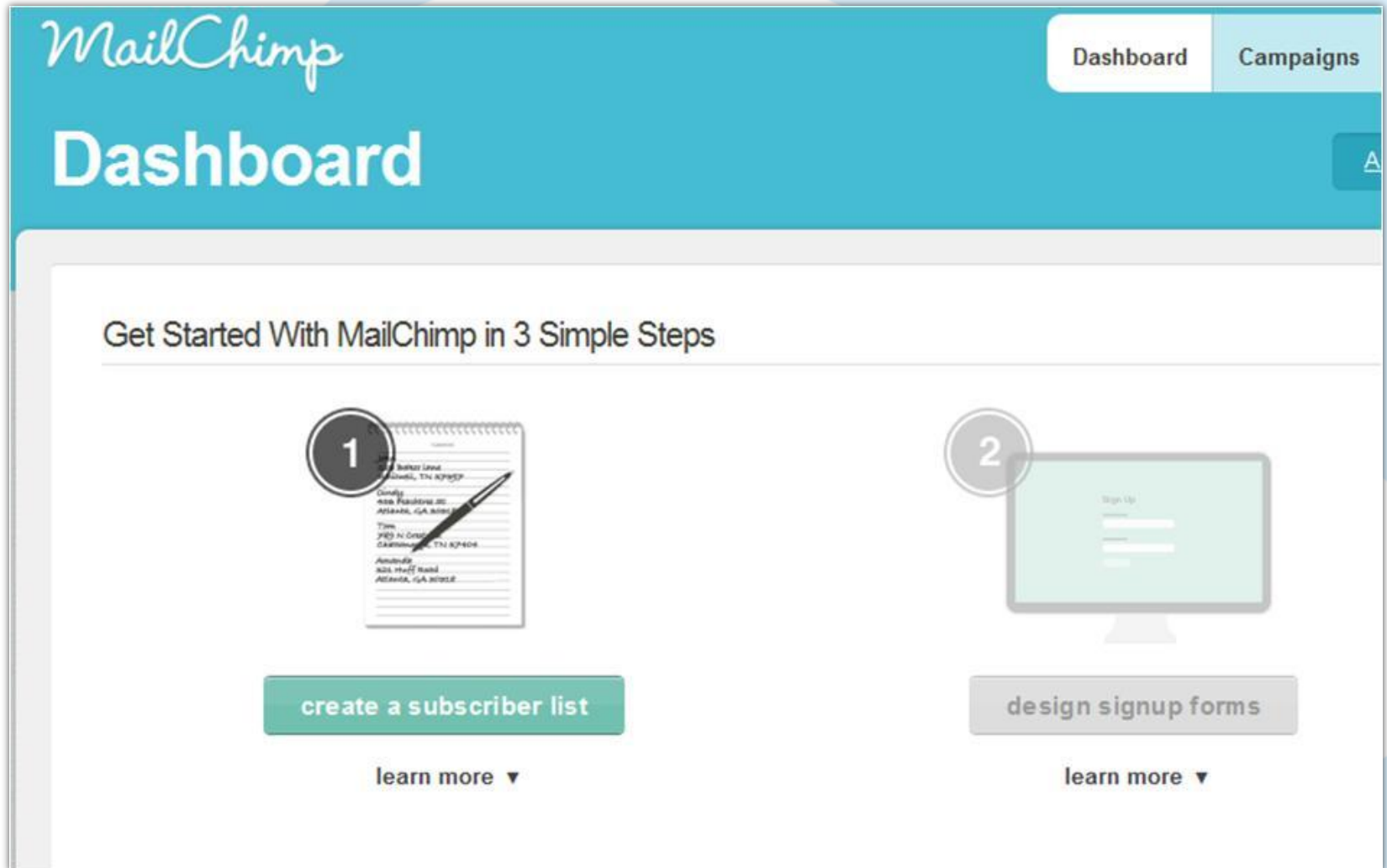




## **Password Tip!**

Never use your email password on any other website



## Create a Subscriber List



**MailChimp** Dashboard

Dashboard Campaigns

### Get Started With MailChimp in 3 Simple Steps

- 1**   
create a subscriber list  
[learn more ▼](#)
- 2**   
design signup forms  
[learn more ▼](#)



## 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 receiving

## Create Groups

### Olympia Hotel Newsletter Groups

**create groups**

How should we show group options on your signup form?

as checkboxes (people can select more than one)

group title

Interested in

Example: "Interested in ..." or "Food Preferences".

- Christmas Party  
Example: "New products" or "Vegetarian"
- Last Minute Deals  
Example: "New products" or "Vegetarian"
- Family Specials  
Example: "New products" or "Vegetarian"



+ add group

**save** **cancel**











## Import Subscribers

import from ...

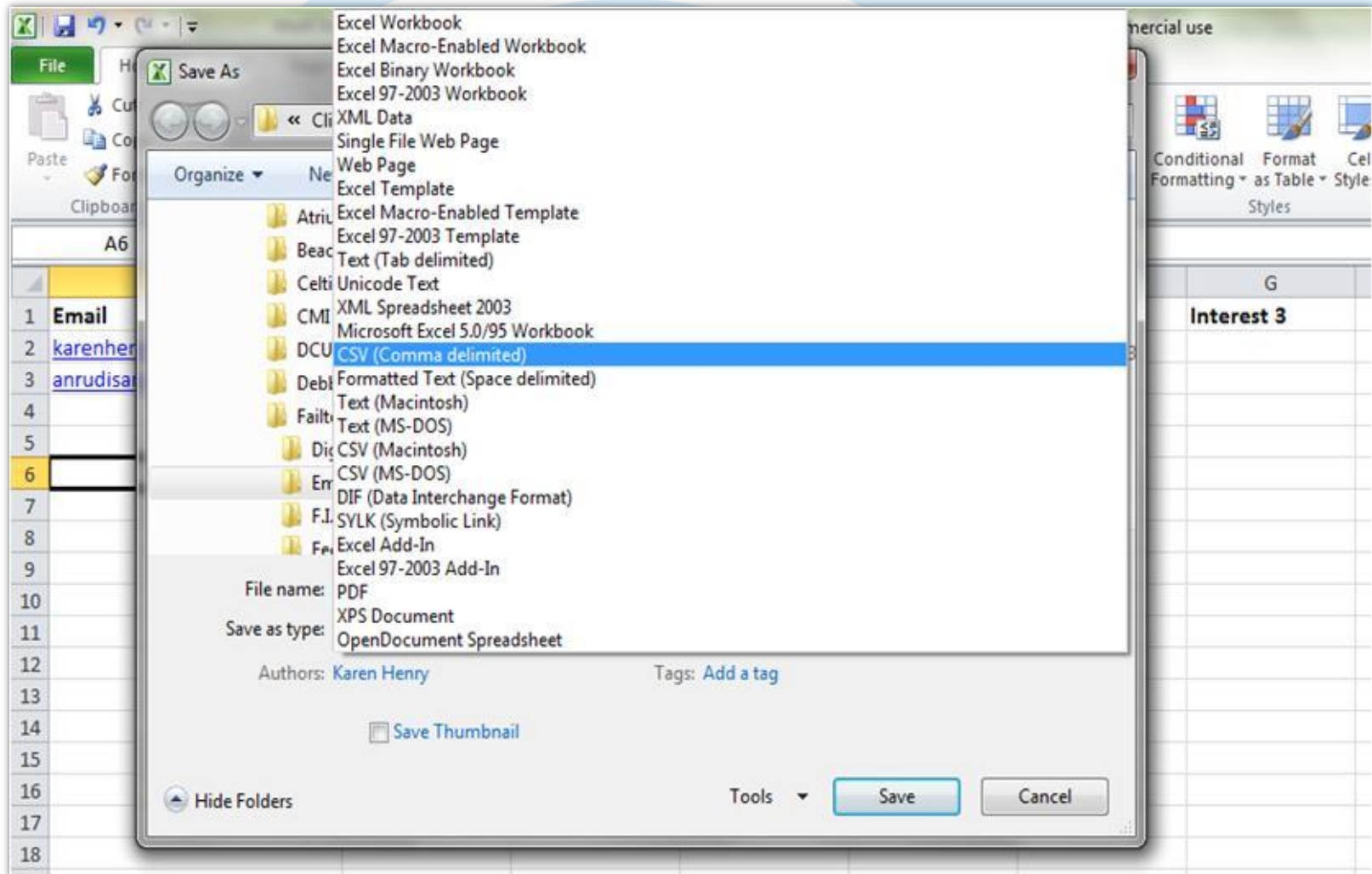
**from my computer**

-   
Upload from File
-   
Copy/Paste from Excel
- Upload List from Constant Contact\*

**from another service**

- 
- 
- 
- Google docs
- 
- 
- 
- 
- 
- 
- 

## Save Excel as CSV File





## Import Group

### add imported subscribers to these groups

#### Please contact me about

Last Minute Deals    Family Specials    Christmas Party

### copy/paste your list

We'll **automatically clean** duplicates from the list. Importing does **not** send any confirmation email. [Learn more](#)

#### paste your list

FirstName	LastName	Email	Source
Karen	Bloggs	karenhenry@ireland.com	Website <a href="#">signup</a>
Rudy	Annamb	anrudisannamh@hotmail.com	Comment card
Karl	Jones	karenandkarl@gmail.com	Website <a href="#">signup</a>

List too large? [Upload file instead](#)

## Match Columns (Fields)

Imported List to **Olympia Hotel Newsletter**

**Success!** Your list has been uploaded. **Now let's match the columns in your uploaded list to your MailChimp list!**

[all done](#)

First Name text field <a href="#">edit</a>   <a href="#">delete</a>	Last Name text field <a href="#">edit</a>   <a href="#">delete</a>	Email Address email field <a href="#">edit</a>   <a href="#">delete</a>	column name Source	field type text
	LastName	Email	Source	
	Bloggs	karenhenry@ireland.com	Website signup	
	Annamh	anrudisannamh@hotmail.com	Comment card	
	Jones	karenandkarl@gmail.com	Website signup	

[cancel](#) [save >](#)

[delete unnamed columns](#)

[load list](#)



## Create and Send a Campaign

### Campaign Builder video tutorial

save & exit

Untitled back next

which list would you like to send this campaign to?

Olympia Hotel Newsletter (3 recipients) cancel segment send to entire list

match **any** of the following:

Group: Please contact me about one of Last Minute Deals  
Family Specials  
Christmas Party

+ add condition

Campaign will go to **0** in this segment view segment  
refresh count

cancel use segment

set up a new list



## Specify Subject, Tracking...

✉ Olympic News from Cork
◀ back next ▶

campaign info

\* indicates required

**name your campaign**

**message subject \***

**from name \***

**reply-to email \***

personalize the "To:" field ? info

specify **\*|MERGETAGS|** for recipient name

tracking, social networking, and more

**email tracking**

**track opens**

[Learn](#) how open tracking works, and how accurate it is.

**track clicks**

Required on free accounts, optional on paid account.

**track plain-text clicks**

Required on free accounts, optional on paid account.

**add Google Analytics™ tracking to all URLs**

Monitor traffic from campaigns to your site. ? info

**t send to Twitter**

Auto-tweet upon send.

connect to Twitter

**f integrate with Facebook**

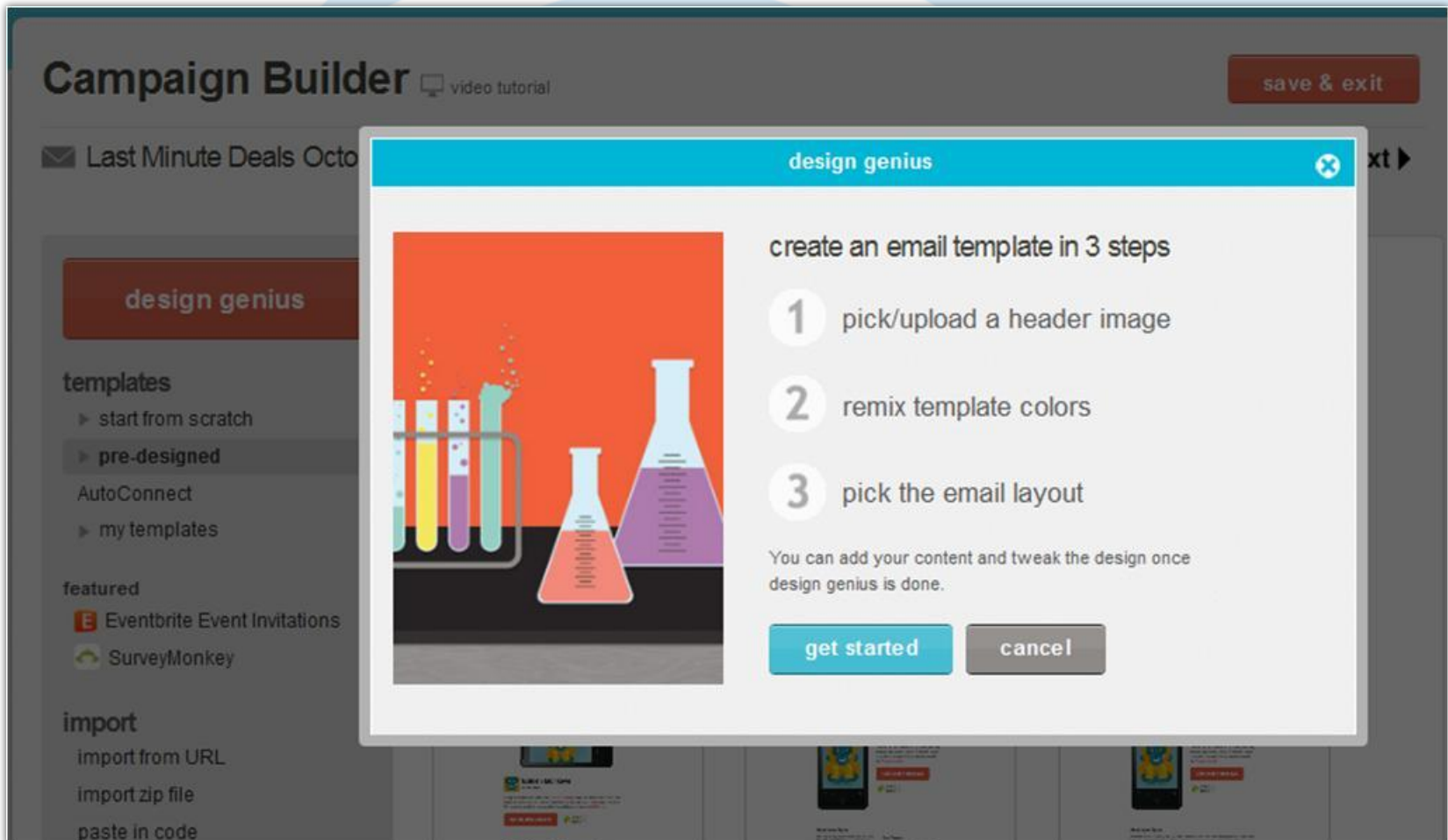
Auto-post to Facebook upon send, or enable Facebook Comments.

connect to Facebook

**allow comments**

? info

## Custom or Template Design



The screenshot shows the Campaign Builder interface. At the top left, it says "Campaign Builder" with a "video tutorial" link. On the right, there is a "save & exit" button. Below the header, there is a navigation menu with "design genius" highlighted. The main content area shows a preview of an email campaign titled "Last Minute Deals Octo". A modal window titled "design genius" is open, displaying a 3-step process for creating an email template. The steps are: 1. pick/upload a header image, 2. remix template colors, and 3. pick the email layout. Below the steps, there is a note: "You can add your content and tweak the design once design genius is done." At the bottom of the modal, there are two buttons: "get started" and "cancel".

**Campaign Builder** [video tutorial](#) save & exit

Last Minute Deals Octo

**design genius**

templates

- start from scratch
- pre-designed**
- AutoConnect
- my templates

featured

- Eventbrite Event Invitations
- SurveyMonkey

import

- import from URL
- import zip file
- paste in code

**design genius**

create an email template in 3 steps

- 1 pick/upload a header image
- 2 remix template colors
- 3 pick the email layout

You can add your content and tweak the design once design genius is done.

[get started](#) [cancel](#)


## Upload Header

**upload an image**

from your computer  from URL  from gallery

logo.jpg

jpeg, png, or gif por favor



crop, resize, and more

**resize, link & alt text**

width	height	align	link URL	alternate text
<input type="text" value="431"/>	<input type="text" value="117"/>	<input type="text" value="left"/> ▼	<input type="text" value="http://www.failteireland.ie/"/>	<input type="text" value="Olympia Hotel Cork logo"/>
stay within 600px wide x any height			<input type="text" value="go here when image is clicked"/>	<input type="text" value="visible when images are turned off"/>

keep proportions



## Edit Content

change header image    popup preview    looks good, next step >

Use this area to offer a short teaser of your email's content. Text will show in the preview area of some email clients. [edit](#)    Is this email not displaying correctly? [View it in your browser](#)



# Fáilte Ireland

National Tourism Development Authority

**Heading 1**  
**Heading 2**  
**Heading 3**  
**Heading 4**

**Getting started:** Customize your template by clicking on the style editor tabs up above. Set your fonts, colors, and styles. After setting your styling is all done you can click here in this area, delete the text, and start adding your own awesome content!

After you enter your content, highlight the text you want to style and select the options you set in the style editor in the "styles" drop down box. Want to [get rid of styling on a bit of text](#), but having trouble doing it? Just use the "remove formatting" button to strip the text of any formatting and reset your style.

art  
 colleges  
 corporate  
 general  
 holidays

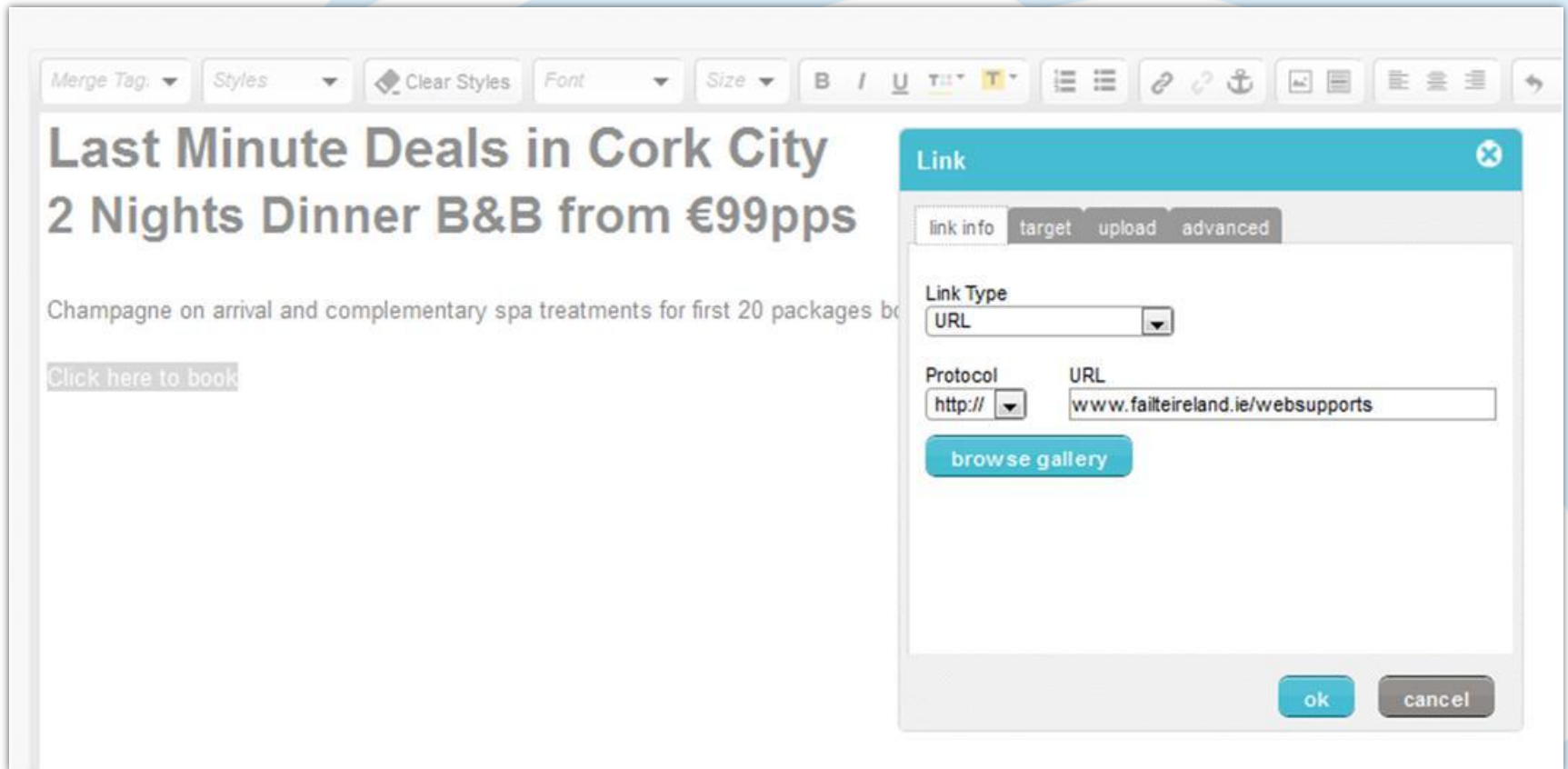
themes

- birth of venus
- caravaggio
- mona lisa
- munch scream
- piasso avignon
- pollack number 31
- pop art
- starry night
- sunflowers
- warhol soup

undo    reset defaults

/us2.admin.mailchimp.com/campaigns/wizard/html-genius/colors/preview?id=1227893#    on Facebook | forward to a friend

## Edit Content



The screenshot shows an email editor interface. The main content area displays the following text:

# Last Minute Deals in Cork City

## 2 Nights Dinner B&B from €99pps

Champagne on arrival and complementary spa treatments for first 20 packages booked

[Click here to book](#)

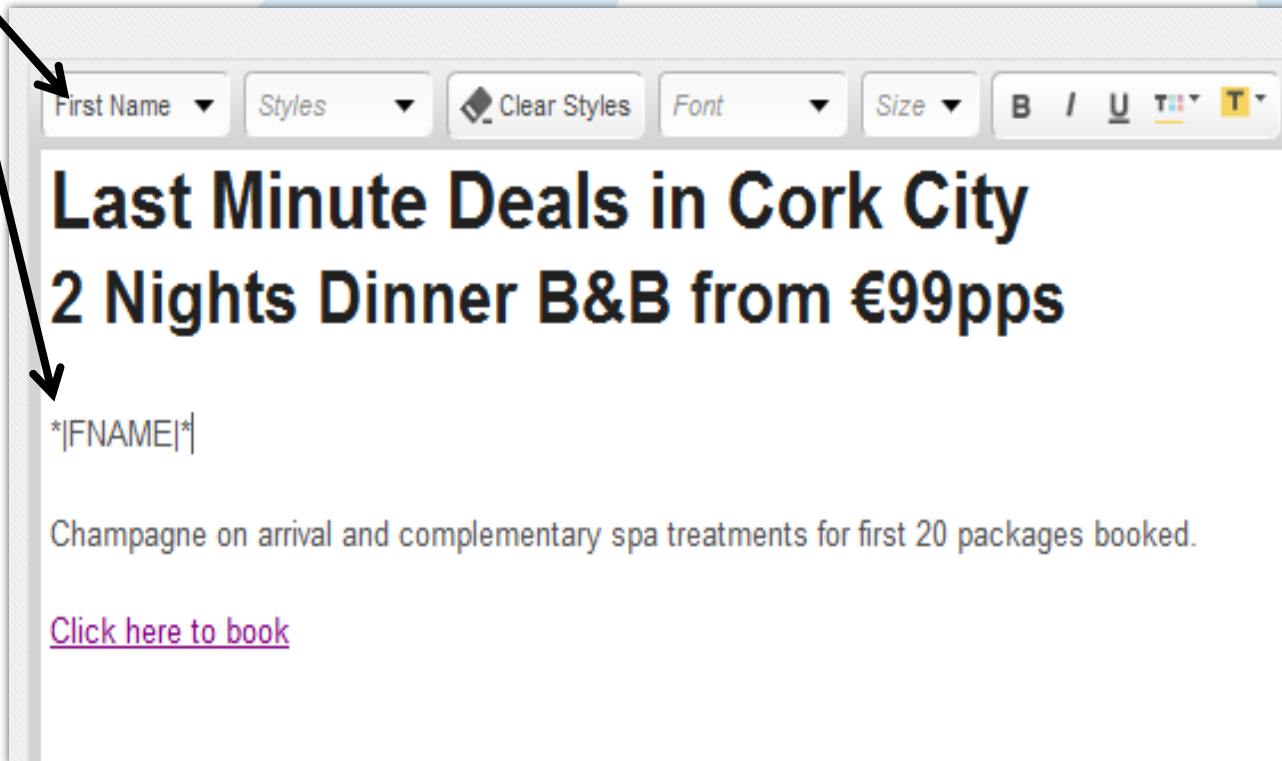
The 'Link' dialog box is open, showing the following fields:

- Link Type: URL
- Protocol: http://
- URL: www.failteireland.ie/websupports

The dialog box also includes a 'browse gallery' button and 'ok' and 'cancel' buttons at the bottom.

## Insert Customisations

Merge tags



The screenshot shows an email editor interface. At the top, there is a toolbar with various options: 'First Name' (with a dropdown arrow), 'Styles' (with a dropdown arrow), 'Clear Styles' (with a trash icon), 'Font' (with a dropdown arrow), 'Size' (with a dropdown arrow), and a set of text formatting icons (Bold, Italic, Underline, Text Color, Background Color). Below the toolbar, the main content area displays the following text:

**Last Minute Deals in Cork City**  
**2 Nights Dinner B&B from €99pps**

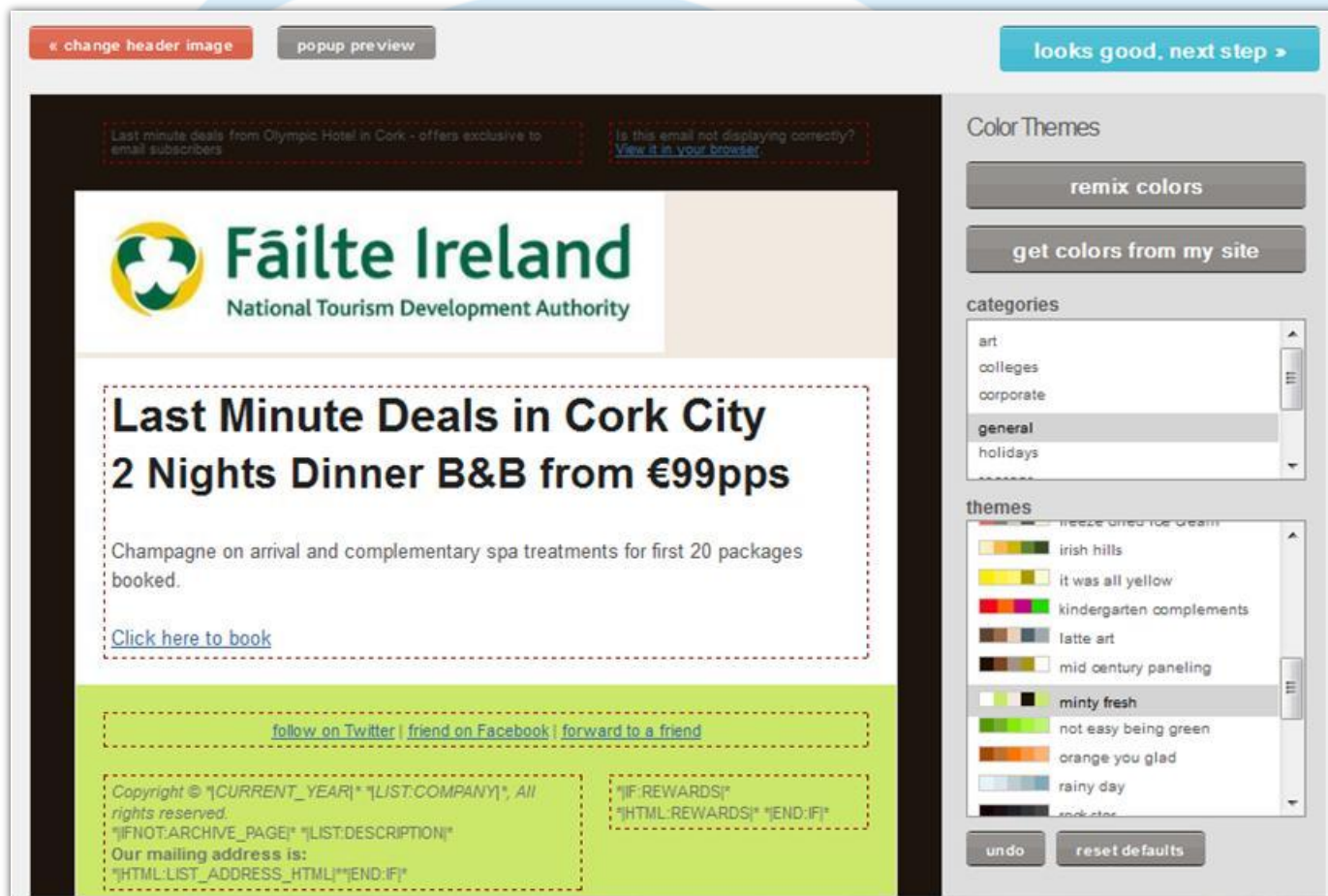
\*|FNAME|\*

Champagne on arrival and complementary spa treatments for first 20 packages booked.

[Click here to book](#)


Two black arrows originate from the text 'Merge tags' on the left. One arrow points to the 'First Name' dropdown menu in the toolbar, and the other points to the merge tag '\*|FNAME|\*' in the main content area.

## Select Themes



[change header image](#) [popup preview](#) [looks good, next step >](#)

Last minute deals from Olympic Hotel in Cork - offers exclusive to email subscribers. [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**

Champagne on arrival and complementary spa treatments for first 20 packages booked.

[Click here to book](#)

[follow on Twitter](#) | [friend on Facebook](#) | [forward to a friend](#)

Copyright © [CURRENT\_YEAR] [LIST.COMPANY], All rights reserved.  
[IFNOT:ARCHIVE\_PAGE] [LIST.DESCRPTION]  
Our mailing address is:  
[HTML:LIST\_ADDRESS\_HTML][END:IF]

[IF:REWARDS]  
[HTML:REWARDS][END:IF]

**Color Themes**

[remix colors](#)

[get colors from my site](#)

**categories**

- art
- colleges
- corporate
- general**
- holidays

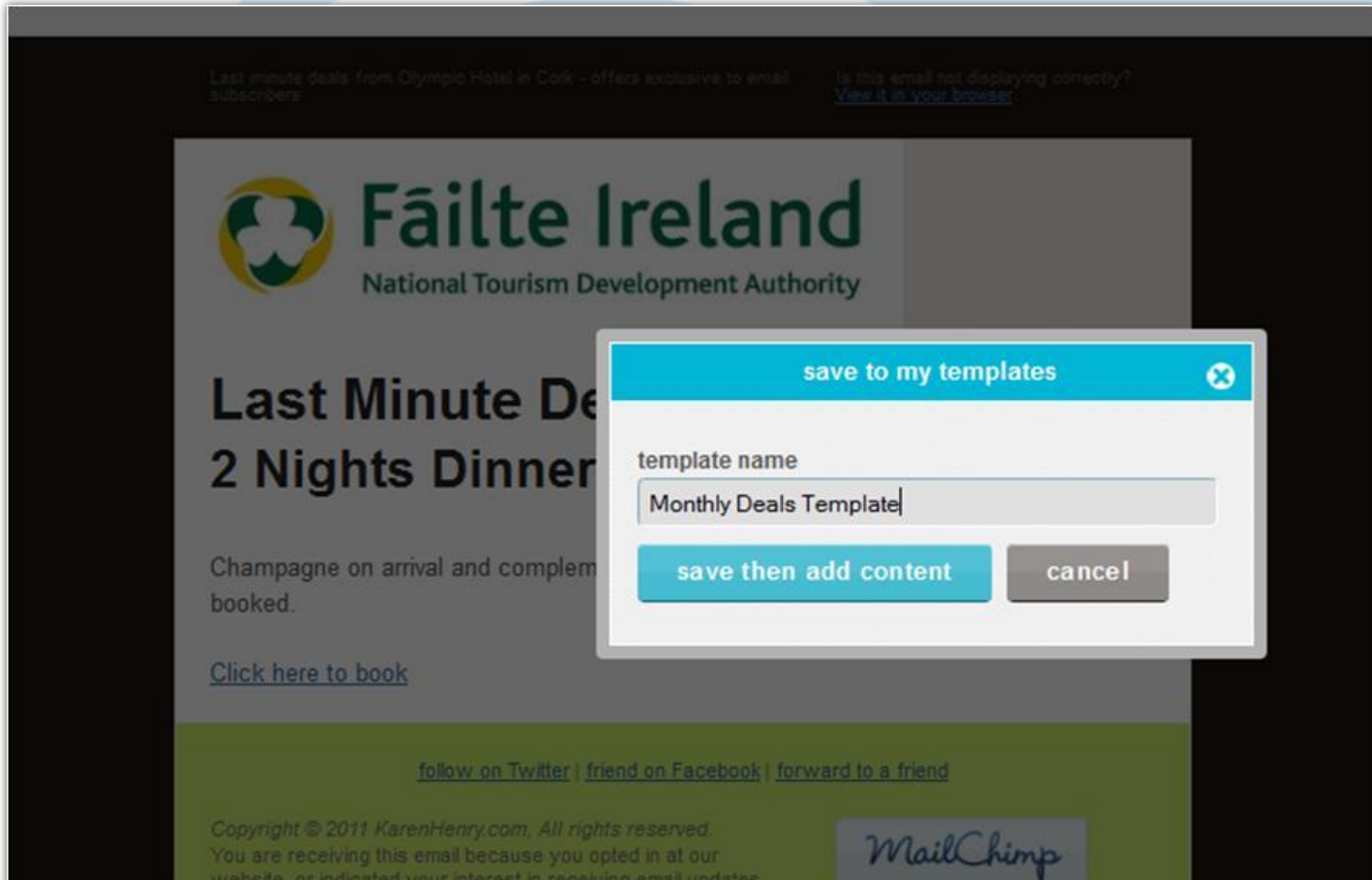
**themes**

- irish hills
- it was all yellow
- kindergarten complements
- latte art
- mid century paneling
- minty fresh**
- not easy being green
- orange you glad
- rainy day
- rock star

[undo](#) [reset defaults](#)




## Save to Templates



The screenshot shows an email editor interface. In the background, there is a preview of an email for 'Fáilte Ireland National Tourism Development Authority' with the subject 'Last Minute Deals 2 Nights Dinner'. A modal dialog box titled 'save to my templates' is open in the foreground. The dialog has a teal header with a close button. Below the header, there is a text input field labeled 'template name' containing the text 'Monthly Deals Template'. At the bottom of the dialog, there are two buttons: 'save then add content' (teal) and 'cancel' (grey).

Last minute deals from Olympic Hotel in Cork - offers exclusive to email subscribers

Is this email not displaying correctly?  
[View it in your browser](#)

 **Fáilte Ireland**  
National Tourism Development Authority

**Last Minute Deals**  
**2 Nights Dinner**

Champagne on arrival and complete breakfast included when booked.

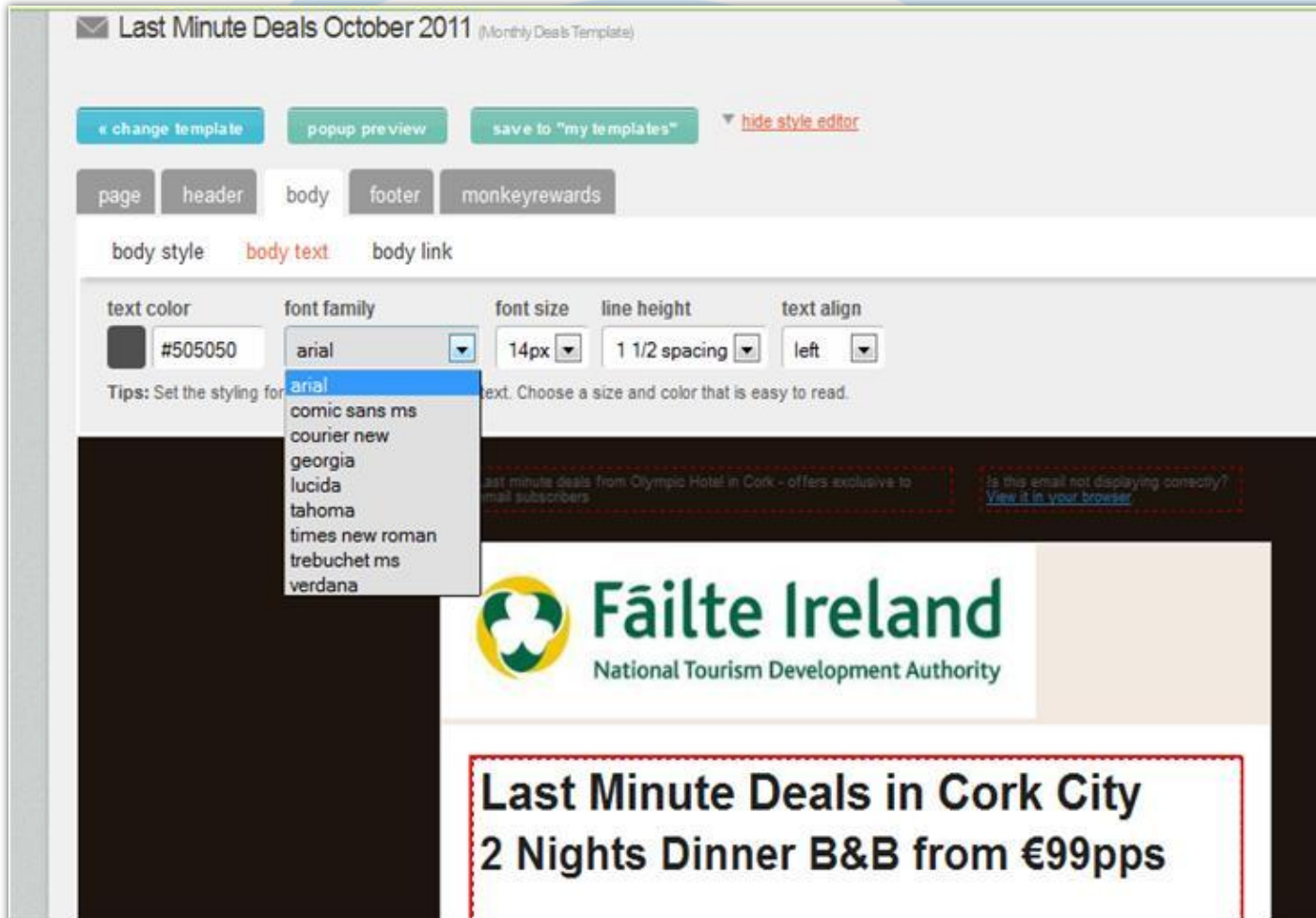
[Click here to book](#)

[follow on Twitter](#) | [friend on Facebook](#) | [forward to a friend](#)

Copyright © 2011 KarenHenry.com. All rights reserved.  
You are receiving this email because you opted in at our website, or indicated your interest in receiving email updates.

*MailChimp*

## Format



The screenshot shows an email editor interface for a campaign titled "Last Minute Deals October 2011 (Monthly Deals Template)". The interface includes several control buttons at the top: "change template", "popup preview", "save to 'my templates'", and "hide style editor". Below these are tabs for "page", "header", "body", "footer", and "monkeyrewards", with "body" currently selected. Under the "body" tab, there are sub-tabs for "body style", "body text", and "body link", with "body text" selected.

The "body text" styling panel includes the following controls:

- text color:** A color picker set to #505050.
- font family:** A dropdown menu with "arial" selected. A list of other fonts is visible: arial, comic sans ms, courier new, georgia, lucida, tahoma, times new roman, trebuchet ms, and verdana.
- font size:** A dropdown menu set to 14px.
- line height:** A dropdown menu set to 1 1/2 spacing.
- text align:** A dropdown menu set to left.

Below the styling panel, there is a preview area showing the email content. The preview includes the "Fáilte Ireland National Tourism Development Authority" logo and the main headline: "Last Minute Deals in Cork City 2 Nights Dinner B&B from €99pps". A dashed red box highlights the headline text in the preview. There is also a small text block above the headline: "Last minute deals from Olympic Hotel in Cork - offers exclusive to email subscribers" and a link "View it in your browser".



## Check the Plain Text Version

✉ Last Minute Deals October 2011 (Monthly Deals Template)

This text part was automatically generated from your HTML content. Please look

Enter your plain-text message below

This plain-text email is displayed if recipients can't (or won't) display your HTML email. Your message might get trapped

Copy text from HTML

Last minute deals from Olympic Hotel in Cork - offers exclusive to email subscribers  
Is this email not displaying correctly?  
[1]View it in your browser.  
[2]Olympia Hotel Cork logo  
Links:  
1. \*[ARCHIVE]\*  
2. <http://www.failteireland.ie>

Last Minute Deals in Cork City

2 Nights Dinner B&B from €99pps

Champagne on arrival and complementary spa treatments for first 20 packages booked.

[3]Click here to book  
[4]follow on Twitter | [5]friend on Facebook | [6]forward to a friend  
\_Copyright © \*[CURRENT\_YEAR]\* \*[LIST:COMPANY]\*, All rights reserved.\_  
\*[IFNOT:ARCHIVE\_PAGE]\* \*[LIST:DESCRIPTION]\*  
Our mailing address is:



## Check the Plain Text Version

✉ Last Minute Deals October 2011 (Monthly Deals Template)

This text part was automatically generated from your HTML content.

Enter your plain-text message below

This plain-text email is displayed if recipients can't (or won't) display your HTML email. Your message will be displayed as-is.

Copy text from HTML

Last minute deals from Olympic Hotel in Cork - offers exclusive to email subscribers

Is this email not displaying correctly?  
[1]View it in your browser.  
[2]Olympia Hotel Cork logo

Links: 1. \*|ARCHIVE|\* 2. <http://www.failteireland.ie>

**\*\*Last Minute Deals in Cork City\*\***  
|  
2 Nights Dinner B&B from €99pps

Champagne on arrival and complementary spa treatments for first 20 packages booked.

## Send a Test / View Preview

Sending lots of tests? [Inbox Inspection](#) might be a better option.

send a quick test to

contact@karenhenry.com

send test

cancel

view live merge info

### Last Minute Deals in Cork City 2 Nights Dinner B&B from €99pps

Karen

Champagne on arrival and complementary spa treatments for first 20 packages booked.

[Click here to book](#)

[follow on Twitter](#) | [friend on Facebook](#) | [forward to a friend](#)

back

Member: karenhenry@ireland.com

next



## Schedule or Send

### Delivery date and time

9/25/2011 7 :00 PM

• Delivery Timezone: America/Scoresbysund [edit timezone](#)

Send with TimeWarp (for paid accounts only)

Delivers your campaign at the recipient's local time. [? how this helps](#)

[upgrade to unlock](#)

[schedule](#)

[cancel](#)

[send a test](#) | [popup preview](#)

*This is your moment of glory.*



## 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

1,307 credits left | buy credits

summary unsubscribes bounces abuse complaints AIM reports

### Reports

Campaign: First Newsletter [view campaign](#) [print report](#)

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  [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

**twitter**   **\_KarenHenry** ▾

### Authorize MailChimp to use your account?

This application **will be able to**:

- Read Tweets from your timeline.
- See who you follow, and follow new people.
- Update your profile.
- Post Tweets for you.

[Authorize app](#) [No, thanks](#)

This application **will not be able to**:

- Access your direct messages.
- See your Twitter password.



**MailChimp**  
By MailChimp  
[www.mailchimp.com](http://www.mailchimp.com)  
MailChimp Campaign Sharing  
[← Cancel, and return to app](#)

## Connections

 \_KarenHenry ▾

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**MailChimp**  
By MailChimp  
www.mailchimp.com  
MailChimp Campaign Sharing

share on other social networks

**facebook.**  **delicious**

Download a QR Code for this campaign:

- Small** (74px wide)
- Medium** (592px wide)
- Large** (999px wide)

 what the beep is a QR Code?



**Fáilte Ireland**

National Tourism Development Authority

Running Effective Email Marketing Campaigns

**Any Questions?**



**Fáilte Ireland**

National Tourism Development Authority

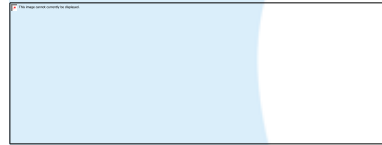
Running Effective Email Marketing Campaigns

**Mobile....**

## More connected than ever before...



 This image cannot currently be displayed.



 This image cannot currently be displayed.



## 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:  [8](#)  [44](#)  [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



*Irish 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 your content add to a user's mobility, how do 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 website

**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](http://www.iphonetester.com)

Go to [www.bewleyshotels.com](http://www.bewleyshotels.com)

Go to [m.bookassist.com/bewleyshotels](http://m.bookassist.com/bewleyshotels)







**Fáilte Ireland**

National Tourism Development Authority

Using Mobile Technology to Grow your Business

## **Book assist**





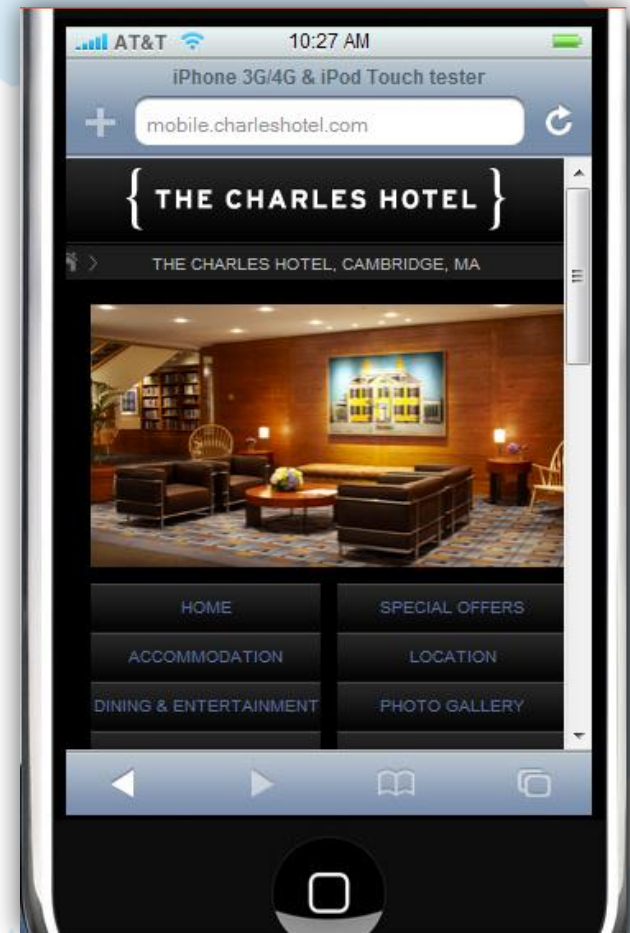
## Mobile Application...

Go to [www.iphonetester.com](http://www.iphonetester.com) and check out:

- [www.brasserielepont.mobi](http://www.brasserielepont.mobi)
- [m.thebrehon.com](http://m.thebrehon.com)
- [m.discoverireland.ie](http://m.discoverireland.ie)
- [www.avondale.ie/mobile](http://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!*



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](http://www.dudamobile.com)

Sync with your regular website  
Simple and FREE



 Like 15k



Ready to make your website mobile?

Enter your site URL

Make My Site Mobile





**Fáilte Ireland**

National Tourism Development Authority

Using Mobile Technology to Grow your Business

**www.dudamobile.com**

The screenshot displays the Duda Mobile website interface. At the top right, there is a **LOGIN** link. The main navigation bar includes the **duda mobile** logo and menu items for **HOME**, **FEATURES**, **PLANS**, **BLOG**, **SUPPORT**, and a **SIGN UP** button. Below the navigation, four service cards are presented, each featuring a 3D frog character:

- Examining your website:** The frog is using a magnifying glass. A mouse cursor is positioned over the magnifying glass handle.
- Extracting navigation, colors and content:** The frog is holding a red spray can and a white bucket of red paint.
- Building HTML and CSS:** The frog is wearing a yellow hard hat and holding a wrench.
- Testing your mobile site:** The frog is holding a laptop. This card has an orange background.

## Responsive Theme...



## Keep in Contact

---

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

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- 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)