



Fáilte Ireland

National Tourism Development Authority

GUIDE TO EMAIL MARKETING

Using e-mail marketing to communicate with your customers and promote your business

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Introduction

This guide is an overview of e-mail marketing which can be used to promote your business through e-mail communication with your customers.

Skill Level

Basic **Inter** The majority of the topics in this guide are suitable for anyone who has basic PC knowledge. Towards the end of the guide there are a few more advanced topics that are more suitable for intermediate users.

Terminology

You will come across the following terminology in this guide which you need to be familiar with:

Term	Explanation
Bounced e-mail	When an e-mail sent is not delivered the terminology used is bounced
Spam	Email that is sent to a person that is not welcome is considered spam. For example, if you send a newsletter to a person who has not subscribed this could be considered spam.
Anti-Spam filter	A lot of clients have filters that try to stop unwanted messages appearing in their inbox. This is called an Anti-Spam filter.

Video Tutorials



Indicates a video tutorial. Click on the icon to watch the video. These videos demonstrate how to carry out a particular task. In order to watch the video tutorials in this guide, you will need to have Adobe Flash Player v9.0.28 or above installed on your computer.

Note: When you go to watch the video, a check is done to make sure you have the correct software installed. If you do not have the correct version installed you will be provided with a prompt to download and install the correct version.

What is Email marketing?

Email marketing is using e-mail as a means of promoting your products or services. This can be direct one to one e-mails but typically it relates to sending e-mails to a group of people that have subscribed to a mailing list. For example some people may subscribe to receive a regular newsletter from you.

In general the term "Email marketing" is used to refer to:

- Sending promotional e-mails in order to acquire new customers or convincing current customers to purchase something immediately.
- Sending emails specifically designed to enhance relationships with current or previous customers, to encourage customer loyalty and repeat business.
- Adding advertisements to others companies' e-mails (on a partnership basis) to gain exposure within a new market.

Email marketing is a good and cheaper alternative to sending direct mail (via the post).

Your Questions Answered

How much does it cost to start an e-mail marketing campaign?

Typically the cost of running the campaign is nothing more than the time it has taken you to send the message, follow up with responses, and so on. Even the excellent tools available online are generally free unless you are dealing with large volumes.

Are there any legal issues I should be aware of?

People do not appreciate getting unsolicited email so make sure to only send marketing emails to people that have specifically subscribed to your mailing list.

Note: Here is Article 13 of the European Union Directive on Privacy and Electron Communications (2002/58/EC)

"the EU member states shall take appropriate measures to ensure that unsolicited communications for the purposes of direct marketing are not allowed either without the consent of the subscribers concerned or in respect of subscribers who do not wish to receive these communications, the choice between these options to be determined by national legislation"

Should I buy e-mails lists from companies that sell them?

This type of business is quite widespread today, however, this is really something we would not recommend you to do. Unsolicited e-mails are really spam and also the conversion rate is so poor it is often not worth your while. Focus on building a qualified list of e-mail addresses of potential customers.

Do I need technical skills to manage e-mail marketing?

Not really, using a standard tool such as MailChimp requires very little technical knowledge. You may need some graphics to improve the look of the e-mail you send, however, there are also good templates to choose from.

What e-mail marketing tool should I use?

There are many email marketing tools to choose from, including a number of tools developed by companies here in Ireland. See "Email Marketing Tools" later in this section for details.

Uses of Email Marketing

Email marketing can be used for many different purposes.

- Promotion — you can use emails to promote a special offer, or a new product or service to a list of existing or potential customers. The main aim of a promotional email is to get the reader to take some type of action, such as, book a room, buy a gift card, or reserve a table. If your readers have specifically subscribed to your mailing list to receive special offers and promotions then that's fine, but if they have subscribed to a list to be kept up-to-date on news and events then if you are constantly bombarding them with promotional emails you stand the risk of alienating them and forcing them to unsubscribe.
- Retention — these are emails aimed at building a relationship between you and your readers. These generally take the form of newsletters where you are providing your readers with information and stories that they may find interesting. A newsletter can of course also include promotional messages or advertisements but these should not be their main aim. Your customers can forget about you very quickly so keeping in contact with them on a regular basis is a good way to keep them aware of you and your business.
- Communication — these types of emails are generally short emails designed to communicate some important information to your readers. For example, invitation to an event in your hotel, a traveller tip for your area, details of a news article about your hotel.

Benefits of Using Email marketing

There are many good reasons to use e-mail marketing because even with the growth of social media, e-mail marketing can still be very effective. Here are some specific reasons:

- **Cost** — Communicating via email has many of the advantages of traditional direct mail but with much lower costs.
- **Speed** — if you need to, you can get a message out to your entire list very fast.
- **Easy to create** — with the many email tools out here, such as, MailChimp and Constant Contact, it has become extremely easy to send out professional looking emails and track their performance through reports. Most of these tools provide standard templates and layouts for all different types of emails, such as newsletters, invitations, special offers and many more.
- **Personalized** — the more information you collect, the more messages can be tailored and personalized.
- **Tracking** — you can track how well your email campaign is doing, such as, how many emails were opened, what links did they click, and so on. With this information you can then adjust your next campaign and improve performance.

Email Marketing Tools

There are a wide range of email marketing tools that you can use. Most of these tools provide a free option as well as a more advanced paid option that provides you with more advanced functionality. The more popular and widely known tools include MailChimp, Constant Contact and Toddle but there are many other email marketing tools out there and in particular there are a number of great tools developed here in Ireland. These include:

- Holler (www.holler.ie)
- SpinnakerPro (www.spinnakerpro.ie & www.newsletter.ie)
- Newsweaver (www.newsweaver.ie)
- GroupMail (www.infacta.ie)

Note: For the purposes of clarity and consistency, in the remaining sections of this guide we will use MailChimp to demonstrate how you can use an email marketing tool for your campaigns. However, most of the other tools mentioned here provide similar functionality.

Planning your Email Marketing Campaign

Before you get started actually creating your email campaign and designing the layout of your email, you first need to think about the purpose of the campaign and what you are trying to achieve.

The types of things you need to think about include:

- What am I trying to achieve? — This is where you think about the purpose and goals of your email marketing campaign. You may have a long term goal, whereby you want to communicate with your customers on a regular basis to keep them informed of the latest offers, new services you have added to the hotel, and so on. Alternatively you may have a short term goal where your occupancy level is low in the last 2 weeks in October and you want to increase bookings by offering a last minute deal.
- Who do I want to target? — identify who you want to send the email to. Your existing customers, such as, families or couples who have stayed with you before. You may even want to split up all your e-mail subscribers to groups and tailor communication based on the group.
- How will I get people to subscribe to my mailing list? — By law you have to get specific permission from people to send them a marketing email. This is sometimes referred to as an “opt-in” and there are many ways you can get people to subscribe (or opt-in) to your mailing list. For example, you could have a sign-up form on your home page so that people can subscribe to your newsletter. Alternatively, you can build it in as part of the purchase process where you suggest to your customer to give their consent to receive further communication from you while they are making a booking on your website.
- How frequently will I send these emails? — How frequently you send out your emails will depend on their type and purpose. For example, you may send out special offer and promotional emails as and when they are available, whereas you may send out a newsletter once a month. But try and keep the number of promotional communication’s to a minimum (1-2 a month) as too many emails could potentially annoy and alienate your subscribers causing them to unsubscribe.
- Calls to action — This is what you want to get the reader to do once they have read your email. When designing your email you need to lay out exactly what you want the recipients of your email to do, and design it to make that path clear and easy to follow. For example, don't distract with too many links or offers, and make not only the call to action clear but also what recipients can expect when they click through. This can be as simple as "Click here for a 20% discount on your next weekend trip". For more information on calls to action, see the section in the guide “Getting the Most from your Website” which is part of this series of guides.

- Landing pages — once you have gotten your readers to click on your call to action or one of the other links in your email, you want to make sure that the page you direct them to on your website provides the reader with information relating to the link. This will help increase your chances of converting the click into a purchase. For more information, see “Landing Pages” on page 21.

Tips & Tricks

- Address Recipients with Their Name in Email Campaigns — personalize your marketing mails to greet and address recipients individually with their name. Often, you will use the first name only, but for some campaigns the last name will be more appropriate.
- Pick the right time of year to send your emails — avoid marketing during the holidays. People tend to be away from their computers and not check their email regularly. This means that they will probably get your message when they return together with a ton of other email that has piled up during the holidays. Chances are all but the most important messages will be deleted in a rush, without a second look.
- Keep your newsletter relevant, short and interesting. Always include at least one image to brighten up the newsletter. Use an interesting subject, a question can increase open rates e.g. “Would you like a week-end treat with a 50% discount?”
- If you start off sending it monthly, stick to this. Make sure you keep the rhythm going.

Creating your First Email Campaign — Using MailChimp

The following sections take you through an example of setting up a campaign using MailChimp. This is a very similar process with other tools such as Constant Contact and Toddle so if you are familiar with MailChimp it will be relatively easy to understand how others work.

Setting Up a MailChimp Account

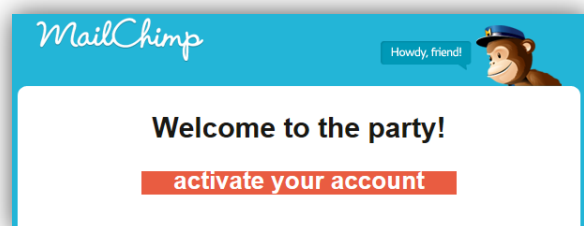
Before you can get started you need to first create your account o MailChimp. To register go to <http://www.mailchimp.com/> and click on the “Sign up Free” button located in various places around the screen.

Completely FREE Account

The “Completely Free Account” is ideal for businesses that are just getting started with email marketing as it allows you to send up to 12,000 emails per month to a maximum of 2000 subscribers, which for most companies is more than enough. If you go over the 12,000 emails, you will have to upgrade your account but the fees are still reasonable.

You are then asked to enter some initial details, such as your email address, username and password. Enter the details and click **Create My Account**.

At this point an email is sent to the address you just specified. Check your email and click on the activation button, as shown, which will bring you a page where you need to enter the words displayed to indicate you are human.

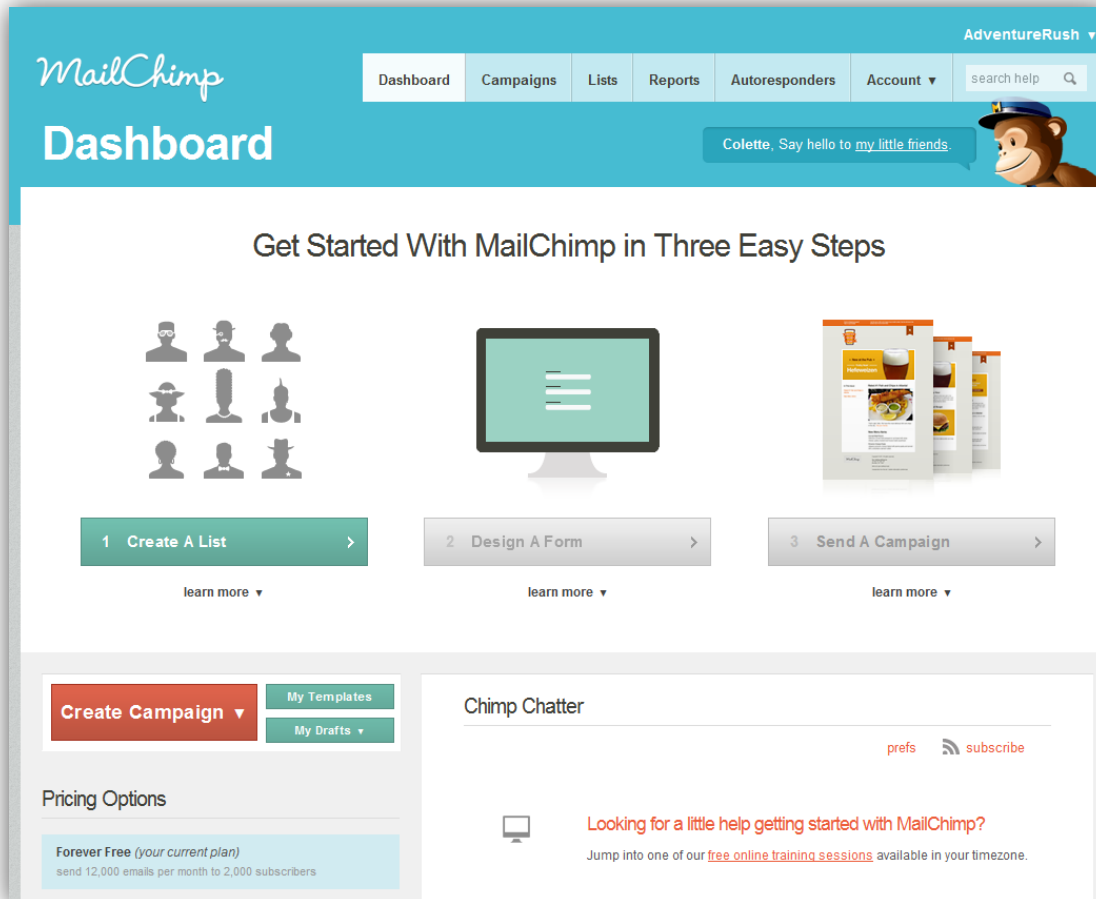


This will then bring you to a screen where you must login for the first time. Enter your username and password which you selected at the beginning and click **Login**.

Next you need to enter some additional details about the account holder and your business, such as, your full name and address, the name of your company, and so on. You are asked to enter a security question and answer to prevent misuse of your account.

TIP: *Some of the details you enter here will be used in the footer of all your emails so make sure to enter the correct details for your company.*

Next you are given a quick overview of MailChimp. Click **Let's Go**. This takes you to the MailChimp Dashboard where you can get started with your first email campaign.



Connect with Facebook or Twitter

Before you get started you may want to consider connecting your MailChimp account to your Twitter and Facebook profiles so that you can take advantage of the many social media features offered by MailChimp.

For example, when you click Send on your email campaign you can also have a link to the campaign automatically tweeted on your Twitter page, or you could include your Twitter profile in the sidebar of your newsletter so that readers can see your most recent tweets which might encourage them to follow you on Twitter.

To do this, select Integrations from the Account menu. If you choose to connect to Twitter or Facebook, click on the appropriate button and you will be brought to the login page for that social network, where you simply sign in and then indicate that you "allow" MailChimp to access your Twitter or Facebook profile information.

Create a Mailing List for your Campaign

The first thing you need to do is to create a list of email addresses that you want to send your newsletter or email campaign to. If you already have an email list then you are doing great and you can simply copy and paste the emails or import them from a file such as an Excel spreadsheet.

However, if you are starting from scratch and don't have any email addresses yet, then you can create a sign-up box and add this to your website so that you can encourage visitors to sign up for your newsletter.



VIDEO: *Create a Mailing List*

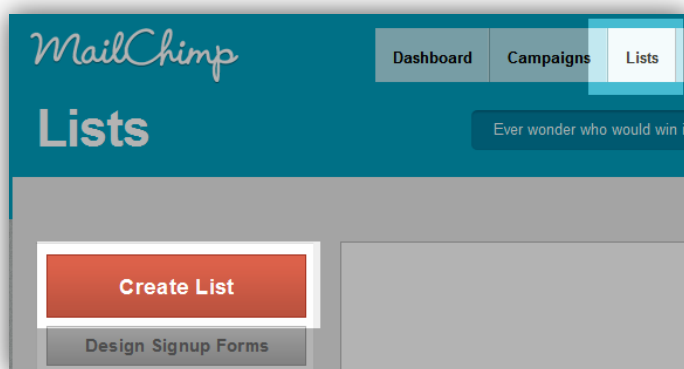
This video takes you step by step through the process of creating a mailing list for your campaign and the various ways in which you can add and collect recipients for your list.

When you are ready, click the PLAY icon to start the video.

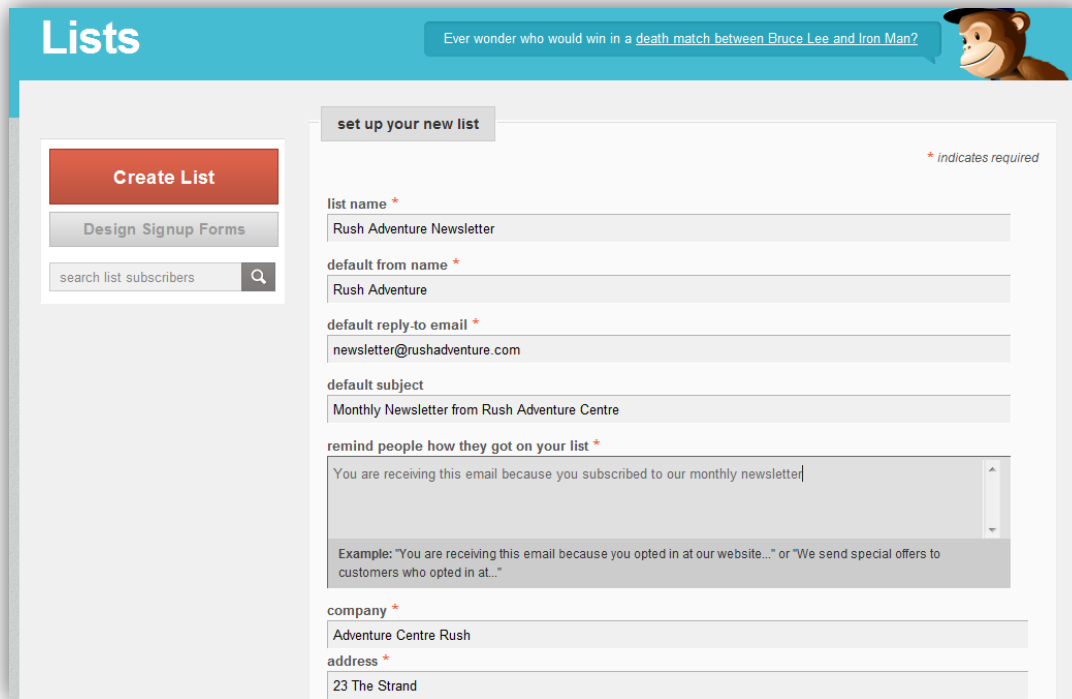
Create a Mailing List

Regardless of whether you are starting from scratch or already have a list of email addresses you need to first create the mailing list itself so that you can then add email addresses to it.

To create a mailing list, either click on the **Create a List** button at the top of your dashboard, or select **Lists** from the top menu and then click the big **Create List** button.



The following screen is displayed where you can enter the details of your mailing list.



The screenshot shows a web interface for creating a new email list. The main heading is 'Lists' with a sub-heading 'set up your new list'. A sidebar on the left contains a 'Create List' button, a 'Design Signup Forms' button, and a search box for list subscribers. The main form area includes several fields: 'list name' (filled with 'Rush Adventure Newsletter'), 'default from name' (filled with 'Rush Adventure'), 'default reply-to email' (filled with 'newsletter@rushadventure.com'), 'default subject' (filled with 'Monthly Newsletter from Rush Adventure Centre'), 'remind people how they got on your list' (a text area with an example), 'company' (filled with 'Adventure Centre Rush'), and 'address' (filled with '23 The Strand'). A small monkey icon is visible in the top right corner of the interface.

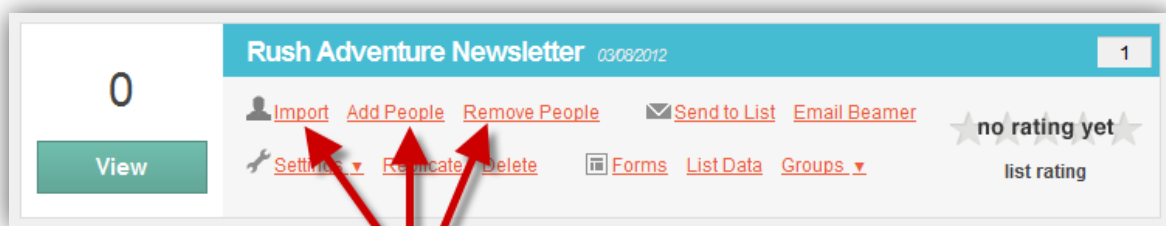
Field	Description
List Name	Enter a unique name to identify the mailing list. For example, if the list is to include all the people that have signed up for your monthly newsletter then you could call it "Rush Adventure Newsletter".
Default From Name	This is the name that will be displayed in the From: field of your emails. You can set this to anything you want but good to choose a name that relates to your company, for example, the company name itself.
Default Reply-to Email	This is the email address that all replies will be sent to. So if one of the people you send the newsletter wants to reply to your email then it will be sent to this email address. This could be a person's email address within your company or you could create a generic email address such as newsletter@mycompany.com so that you can easily track all replies to your newsletter.
Default Subject	This is the default text that will be placed in the Subject line of all you emails to this mailing list, unless you specify a specific subject line for each campaign. For example, "Rush Adventure Monthly Newsletter" or "Special Offers from Rush Adventure". TIP: To increase the chances of your email being read it is advisable to keep your subject line text, simple and straightforward and not too sales like or pushy. Also include your company name in the title so that it is not too generic. This should stop it from getting picked up by spam filters and sent to the recipients' junk mail where it may never get read.

Field	Description
Remind people how they got on your list	This text will be included in the footer of all your emails to remind people why they are receiving this email from you. Sometimes people forget that they subscribed to your newsletter or special offers and this reminder will hopefully stop them from reporting your email as spam. For example, you could enter something like this. "You are receiving this email because you subscribed to our monthly newsletter at www.rushadventure .com"
Company Details	You company/business name, address and contact details will be included in the footer of all your emails. This is legally required for all marketing emails so make sure the information is accurate.
Email Me	Indicate if you want to be notified by email when someone subscribes or unsubscribes to your mailing list. The emails will be automatically sent to the naming email address for your account but you can specify an alternative email address by clicking Edit.
Email Format	This provides all your recipients with the option to decide what format they want to receive your emails in (e.g. HTML, plain text or mobile). They choose their preferred format when they sign-up using the sign-up form for this mailing list.

Once you have entered all the details click on **Save**. Your list is then added to the Lists tab and you can start adding email addresses to it.

Add Email Addresses to your List

To see the list you have just created, go to the Lists screen. Your mailing list will appear as follows. From here you have a number of options to enable you to add/remove addresses to/from your mailing list.



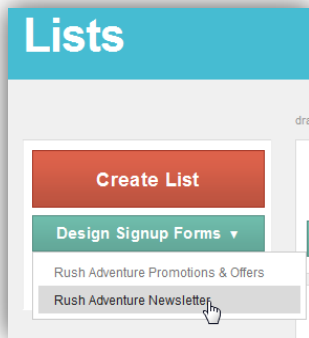
Options to manage the email addresses in your list

- Import — upload email address from a file, copy and paste them from an Excel spreadsheet or import them from one of the more popular online applications, such as Salesforce, Google Contacts, Zoho, and so on.
- Add People — add one person at a time to your list.

- Remove People — remove people from your list. This may be necessary when someone chooses to unsubscribe from your list.

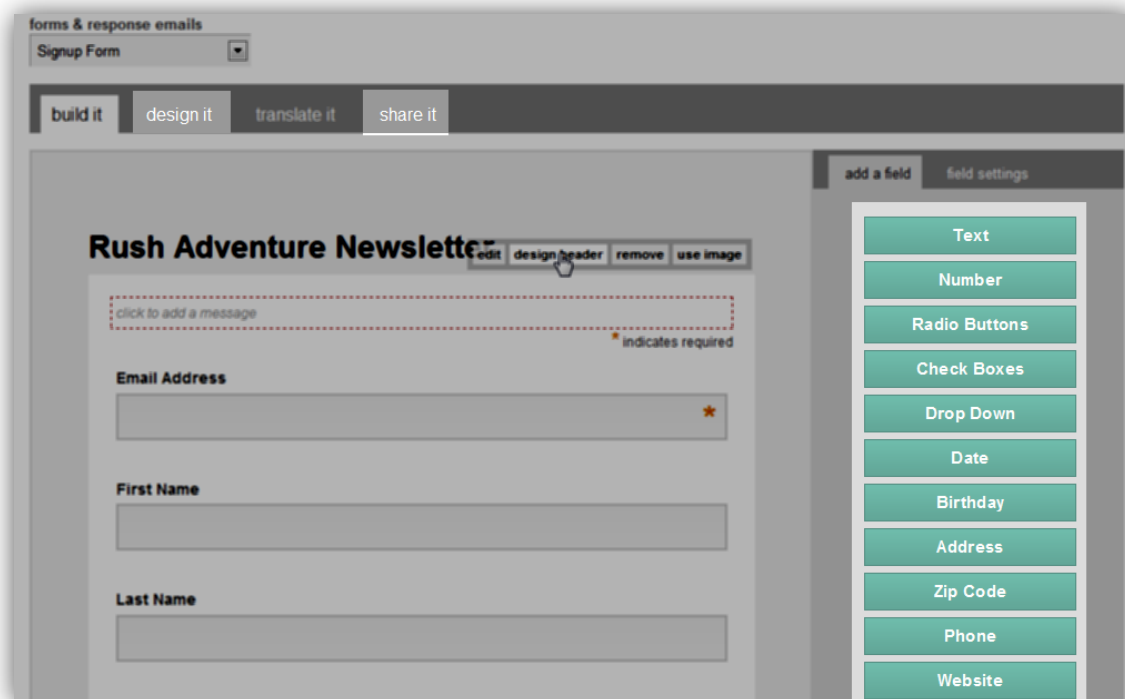
Collect Email Addresses from your Website

If you don't have a list of email address already and want to start collecting them then the best way is to include a sign-up form on your website. For example, you could have a "Subscribe to our Newsletter" section on your homepage.



To create a sign-up form for your website, go to the Lists screen and select your mailing list from the Design Signup Forms option, as shown. You can also click on the Forms option within your list's box on the right hand side.

The following screen is displayed where you can start designing your sign-up form. MailChimp provides a standard sign-up form that you can then customise. For example, you can collect extra information by adding fields to your form, change the field labels, change the header image, and so on. You can also change the look and feel of individual elements on the form via the **Design It** tab, such as, the colours and style of the text and the fields, the background colour, and so on.



There are many ways you can share this form via the **Share It** tab. For example, you could provide a link to the sign-up form from your website or actually embed the signup form on your

website (i.e. people will subscribe without moving from the website) or even share it on Twitter or Facebook.

TIP: Embedding the sign-up form is the best option. In general website users do not like to be taken away from the page they are on to carry out a simple task. By embedding the form on your homepage you are more likely to get more people to signup.

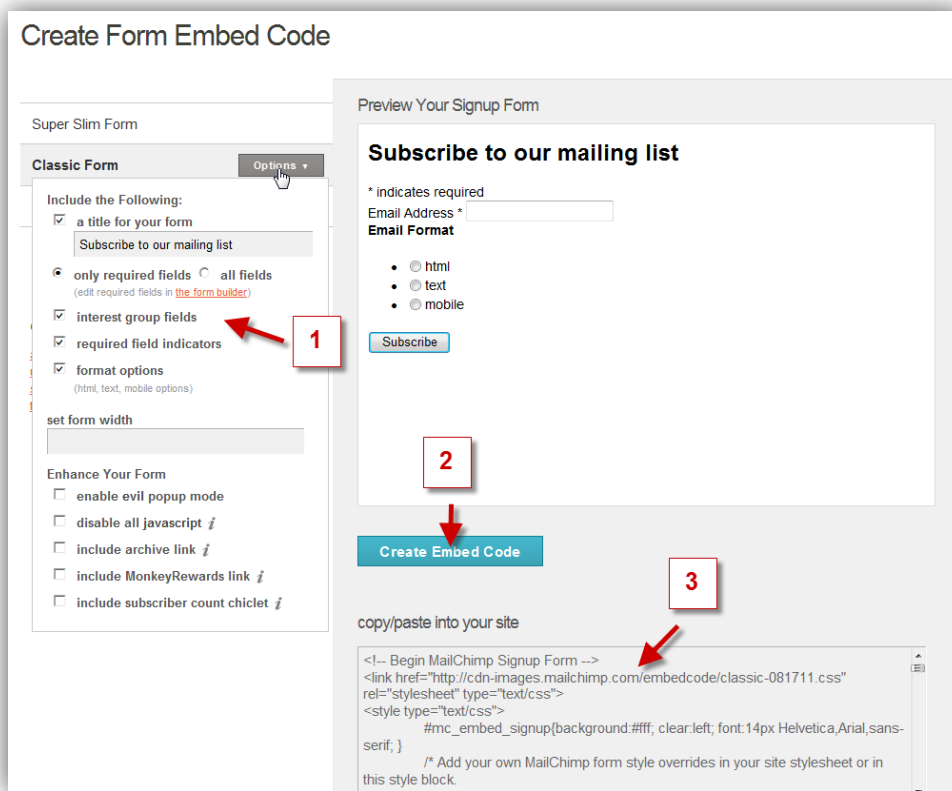
- Link to Sign-up form** — the link to your sign-up form will redirect the user to your form on the MailChimp website. To see what your form will look like click on the link under the Subscribe Form URL section on the Share It tab, as shown. Your form will then



appear in a new window.

If this is the option you want to go for then copy the code from the Share It screen (as shown). Paste this in to the page on your website where you want the link to appear.

- Embed form on Website** — this option will embed the form on a page on your website and make it look like it is a part of your website. When you embed the form the header is not included and most of the design options you selected when you were creating your form will not be included. To get the embed code for the form, click on the button under the **Create Form HTML** section on the Share It tab. First, choose the style and options for the form, then click Create Embed Code and copy/paste the code in to the page on your website.



Prepare your Email

Now that you have a list of people to send your emails or newsletters to you then need to create your campaign and prepare what your email will look like. For example, if you are sending out a monthly newsletter then you would create a campaign each month you send out the newsletter.



VIDEO: *Creating an Email Campaign*

This video takes you step by step through the process of creating your email campaign which includes preparing the content, layout and style of your email.

When you are ready, click the PLAY icon to start the video.

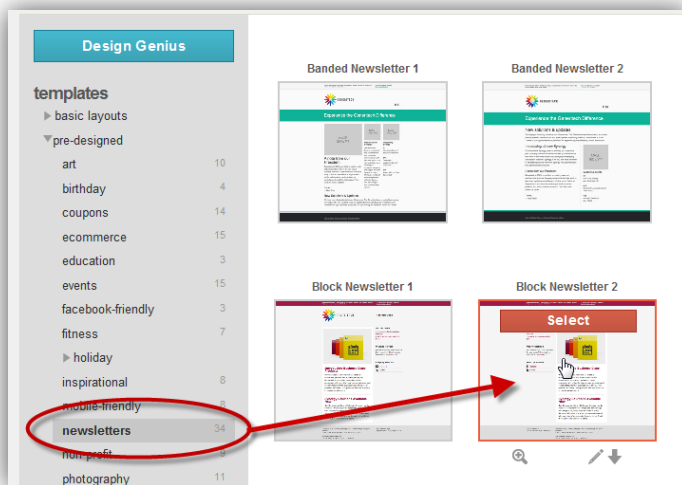
To do this, go to the Campaign tab and click on the Create Campaign. You can then choose the type of campaign you would like to create, for this example, choose **Regular ol' campaign**.

Next, select the list you want to send the email to. Choose the list you just created and click **Next**. You are then asked to enter the details of your campaign such as the campaign name, subject line for the email, from name and reply-to email, tracking options, and so on.

Choose all the default options for now, as shown, and click **Next**.

Now you need to choose the design and layout of your email. MailChimp provides a great selection of pre-designed templates to choose from that cover the most common types of emails you may want to send, such as, invitations to event, newsletters, reminders and many more.

You can also create your own layout and design from scratch, but for this example, we will choose one of the Newsletter templates.

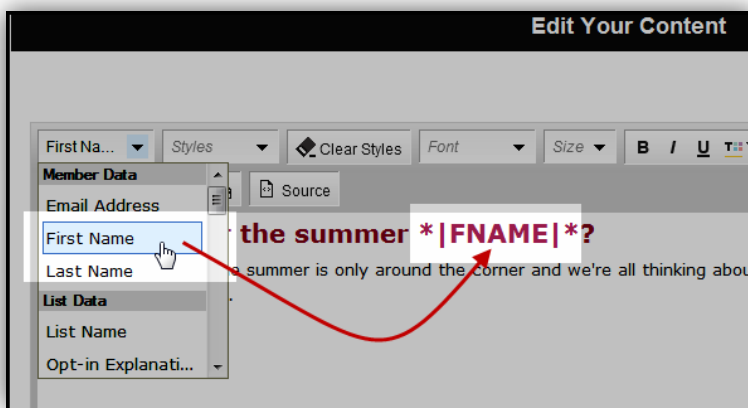


Click the Pre-designed / Newsletters option from the left menu and select a template that you like on the right hand side.

You can then edit the content of your email as well as the style of some of the elements, such as headings, links, and so on.

To edit the text in a section, just click anywhere within the red dotted border, as shown. The content editor will appear in a popup window where you can enter the text for that section.

In the case of an image, click on the Edit option in the corner and you are then given the option to upload an image from your computer, from a web address, or from one already in your gallery.

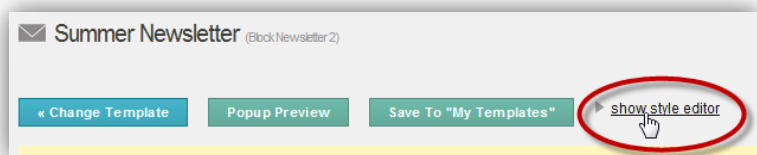


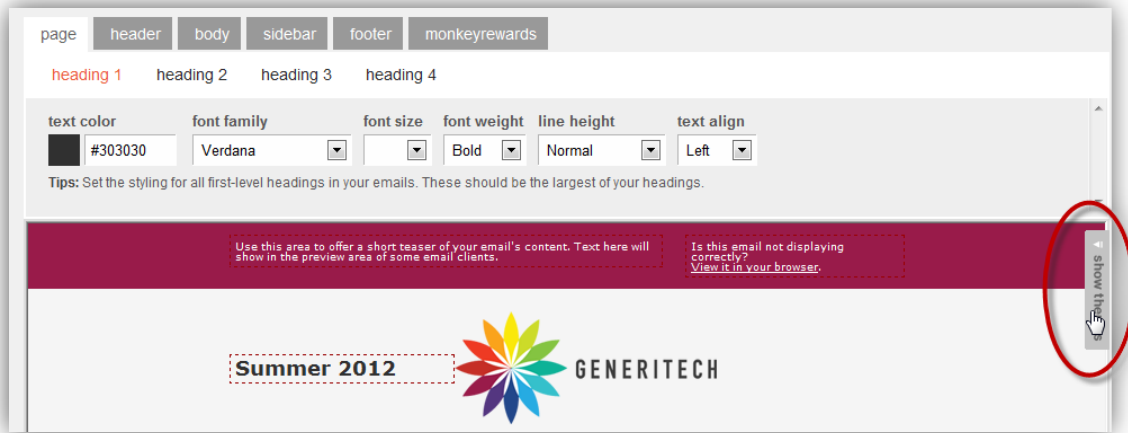
If you want to personalise the text in the email you can use **merge tags** to insert some personal information about your recipients, such as, their first name. Just place your cursor where you want the merged data to appear and select the merge tag from the drop-down list in the top left corner of the content editor window, as shown. The merge tag is automatically placed in the text.

Note: When editing the text for a section try and type directly in to the content editor rather than copying and pasting the text from an application like Microsoft Word. The problem is that when you copy and paste from Word you also copy and paste a lot of hidden code that causes problems. You can however copy and paste from a simple text editor such as Notepad.

To edit the font, style and colour of the text and headings click on the Show Style Editor link above the email layout, as shown. A series of tabs appear immediately underneath the link enabling you to change the style of various sections of your email.

To choose from a list of colour schemes, select Show Themes on the far right of the screen, as shown.





Preview & Test

At any stage you can preview how your email will look by choosing the *Popup Preview* button at the bottom of the page. You can also send up to 5 test emails to an email address you specify to see how the final product will look. This is a great way to test how it will look in different email programs.

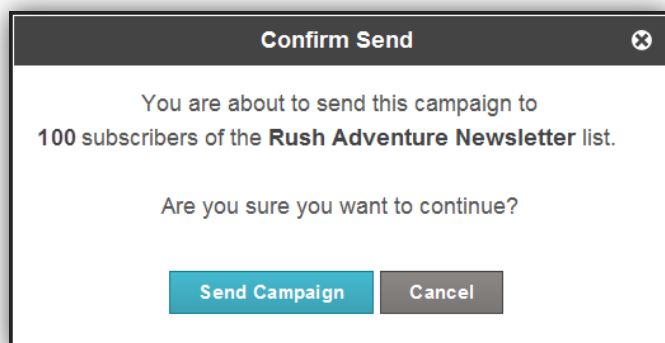
Once you are happy with the content, layout and style of your email click **Next**. The text version of your email is automatically created for you so give it the quick once over and then click **Next**.

This is the final stage in preparing your email, where you can go through a final checklist to make sure everything is ok. MailChimp checks to see if anything is missing, so as long as you don't see any red boxes on this screen, you are good to go.

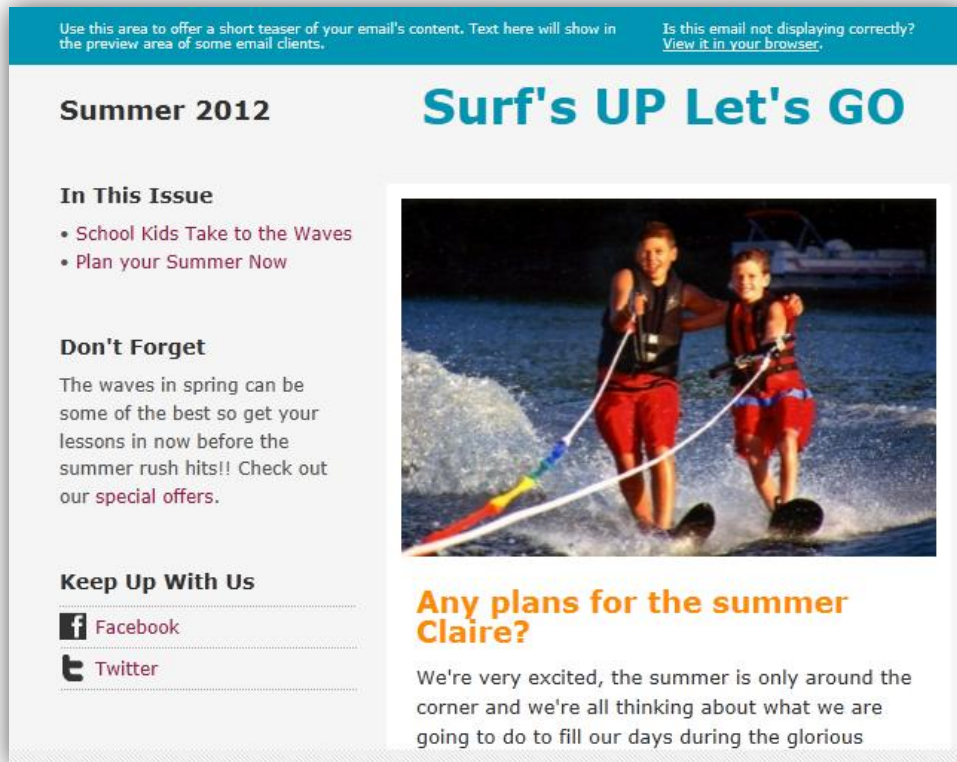
Sending your Email

Before sending your email out to all your recipients it is advisable to send some test emails to make sure everything is looking perfect. Click on the **Send Test** button and enter the email addresses you want to send it to. You can only send up to 5 test emails per campaign.

If you are happy with how everything is looking then you can choose to either send your email now or schedule it to be sent at a later time and date. If you choose to send it now a confirmation message appears summarising who it will be sent to. Click **Send Campaign**.



Here is an example email for this campaign.



Monitoring the Results

Once you have sent your email campaign you then need to track how it is doing. To view the report for the campaign, go to the Campaign tab and click on the **View Report** button for your campaign. You are then brought to a screen where you can see a summary of your campaign, such as the no of messages sent, how many emails were opened, how many bounced, how many people clicked on the links in your email and at what time, and also where these people were located.

You can also drill down even further and see a list of the subscribers that opened the email or you can also see a click map indicating where people clicked the most.

Dealing with Bounced Emails

A "bounced" email is one that has been returned to the sender because it could not be delivered to the recipient. The reasons why it was returned could be because the email address does not exist or it may be because the recipient's mailbox was full. Having a mailing list of valid email addresses is very important so if any of your emails bounce back then you need to discover why this happened and then take appropriate action, whether that means removing the recipient from your mailing list or resending the email.

To see a list of emails that bounced click on the Bounces link under the reports tabs.

Landing Pages

A landing page is a page you direct your user to on the website. You shouldn't bring your user to the home page all the time. The page you bring the user to needs to be relevant to what they clicked on to get them there.

For example, if one of your customers receives a newsletter and on this newsletter it says "Click here for a 20% discount on your next weekend trip" then you should bring them to a page that gives them more information about the special offer, such as the dates when the offer is valid, how much it will cost and then a big Book Now button. Your conversion rate (the amount of people that will book) will go up significantly by having a specific page with your offer. If you just send people to the home page, this is not targeted to the specific offer so a lot of people will leave without booking.

This takes a little bit of extra work but your bookings will go up as a result of this. If you want to understand more about landing pages read the guide in this series called "Getting the Most from your Website".

Integrating with Social Media

Social media is becoming increasingly important so it's useful to consider this. In most of the tools provided there are two levels of social media integration.

- Displaying information related to your social media profiles in your newsletter to encourage people to interact with you through this. For example, providing a list of your latest tweets in Twitter may encourage people to follow you on Twitter.
- Providing people with the ability to share out your e-mail or offer with their friends, business colleagues, etc.

Choice of Featured Social Links

There is a tendency to provide links to many social media tools to allow your readers to share out content, however, having too many options is too confusing. Our recommendation is to provide a limited set of the most important platforms. In particular, consider the ones that you are using or plan to use. So at a minimum you should provide the option to share out the offer on Facebook and Twitter and also provide the facility to share by e-mail.

With regards to the positioning of the links, that is really up to you. You don't want them to distract from a call to action (e.g. book now) so you should probably keep them away from this. So if your call to action is at the bottom the sharing icons may be at the top.

An alternative is to have a single "share this with others" link in your email which takes people to a landing page containing many more social site options.

Email Marketing & Analytics

When you send out your newsletter it's important to try and track what has happened to it. How many people received it, how many people opened, and so on. Based on this information you may adjust your newsletter/promotion the next time you send it. For example, if a particular subject line meant a much higher open rate I'm sure you'll send similar subject lines in the future.

In order to monitor and evaluate your success, you will have to get familiar with metrics that are now very common in the online marketing world, but still not widespread in other business areas.

The metrics that are the most critical in terms of Email Marketing Campaign success are:

Metric	Description
Delivery Index	Out of XX number of emails sent, how many reached their destination inbox, and how many were rejected?
The opening rate:	How many individuals received your email and opened it to see its content?
The Clicking rate:	How many individuals received the email and acted as you wished (i.e. clicked on the Call to Action button)
The conversion rate:	How many individuals received your email and did purchase the advertised product?

Once you realise that there is room for improvement, you can experiment with your email marketing and organise for better results. For instance, if your delivery index is 85% but your opening index is at 30%, you might have to rethink your email title which might not trigger your recipients' curiosity.

So make sure you understand and monitor these metrics and change your e-mails based on this. There is a certain amount of trial and error as people are delivering different types of e-mails to different types of audiences and many more differences. So test it out and try to improve it on an ongoing basis. E-mail marketing can be very effective so don't miss out on it.



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