

# EMAIL IS ALIVE AND KICKING!

How to convert email  
subscribers to customers

Jenny Taaffe, MD iZest Marketing



# In a social media era is Email Marketing still relevant?

Yes! But it's not just a Social Media era, it's also a mobile era!

# Social Media & Email

75% of social media users say email is the best way for companies to communicate.

Channel Preference Survey, ExactTarget

# Email & Conversion

66% of U.S. consumers have made a purchase as a result of an offer received by email.

Channel Preference Survey, ExactTarget

# Mobile Email

48% of all emails sent are now opened and read on a mobile device.

Return Path

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# Smartphone Layouts



**Clarion Hotel Limerick**  
to me  
5 hours ago [Details](#)

[Click here to view our desktop email online](#)

**CLARION HOTEL LIMERICK**



**WIN 2 tickets & an overnight stay for the Heineken Cup Quarter Final**

**Win two tickets to the Heineken Cup Quarter Final Munster v Toulouse...**

Would you like to win two tickets to Munster v Toulouse, the Heineken Cup Quarter Final in Thomond Park on Saturday 6th April with an overnight stay in a deluxe room at the Clarion Hotel Limerick on Friday 4th April?

**To ENTER, it's easy!!!!!!**

Simply book a room from only 695 room only to stay with us during the month of March and you will be automatically entered into the draw for this fantastic prize.

**MOTHERS DAY**



A mother's love for her child is like nothing else in the world.

What better way to show your appreciation than treating your mother to a wonderful family lunch in the Garden Terrace restaurant at the exclusive setting of The Old Storey Inn in the Old Storey.

Executive Chef Catering  
Viewing experience in Malvern  
Dinner menu designed for a quartet

Pre-arrangement available  
+31 505 2006  
central  
[reservations@claremonte.com](mailto:reservations@claremonte.com)

Surprise and spoil your mother with the gift of dinner with a delicious home gift card.

Available for purchase online [here](#)

[Book now](#)

**EASTER**



Making the Ordinary Eggstordinary

It's not just any old Easter. It's the one from Claremonte Farm Inn!

For the ultimate family escape at luxury accommodation for the Irish Grand National, make this Easter one to remember!

Over 1000 prizes for our 2 and 3 night packages starting from €1195pp.

Come and feast the Easter egg with our Spring Easter Egg and Cheese Platter on Monday the 17th April with 1000 eggs waiting to be found in a specially decorated hall.

[Book now](#)

# Use of Language

26 FEB 2014

Wednesday

Rooms: 1 | Adults (18+): 1 | Children: 0

Use HHonors Points  Use flexible dates

Add special rate codes > (AAA, AARP, etc)

**FIND IT >**

Our Best Rates Guarantee

little time together

**We'll Help You Celebrate**

Celebrate with DoubleTree when you book our Celebration package including sparkling wine, breakfast and a late checkout.

**BOOK NOW >** 2 / 4

**CELEBRATION PACKAGE**  
RATES FROM  
**\$127**

Find out more about our unique Meetings Simplified

**VIEW DETAILS >**

Getaway to New Orleans with rates as low as \$99

**VIEW DETAILS >**

Visit Washington DC this winter with rates starting at \$89

**VIEW DETAILS >**

Like Us On Facebook | Follow Us On Twitter | Subscribe To Us On YouTube

Sign up for Sweet Deals



# Social Proof



from €39 Book Now >>

from €39 Book Now >>

from €39 Book Now >>

from €39 Book Now >>

NEW

## JOIN OUR NEWSLETTER

GROWING COMMUNITY OF 60,000+ MEMBERS

SIGN UP

failteireland.ie

# Language + Social Proof



**SIGN UP**

## Join My Newsletter

Receive tips on business, social media and the internet.  
Learn how to use WordPress and the Genesis Framework.

 Follow @bgardner 13.3K followers

 Enter your email address ... **Sign Up**

# Special Offer Promise

social.

reset password log

local

esca

near South Dublin

+ free membership

## *your city for less*

get up to 70% off great deals on restaurants, spas and experiences in your city

what's your email address?

continue

By subscribing, I agree to the Terms of Service and Privacy Policy.

member sign-in

ch Food and

€29

view

# Bribes!

sign up for the newsletter

join [jamieoliver.com](http://jamieoliver.com)

and get a **FREE** £25  
wine voucher



register now ▼

*Jamie Oliver sign-up page*

**You have been added to our list.**

Thank you for subscribing. Here is a gift for you to enjoy.

**£25** from our friends at  
**naked** wines

[www.nakedwines.com/jamie25](http://www.nakedwines.com/jamie25)

£25 off ANY case of wine worth £64.99 or more  
You must be 18 or over. Full T&Cs apply.

**CLAIM NOW!** ▶

*Jamie Oliver reward page*

# Off Line



# Subject Lines

Subject

20% Off Everything\*- Exclusive Weekend Offer | Free D...

Toast to Chic at Kildare Village

Blowing Into Boston!

Student campaign - ending soon

Had enough?

the gibson hotel newsletter #2

Me & Dolly matching outfits, Babidu organic babywear,...

Midweek Breaks at Fitzpatricks.com

Back to school with top marks

Liffey Valley Newsletter

New collection and HALF PRICE fleece jacket offer...

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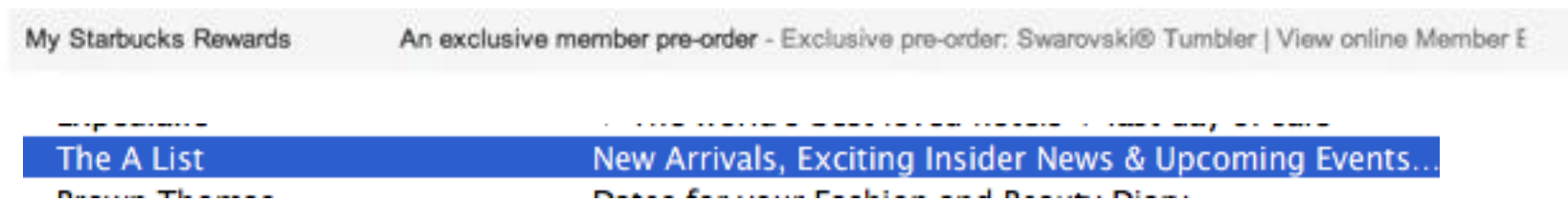
Back to school with top marks

Liffey Valley Newsletter

New collection and HALF PRICE fleece jacket offer...

# Subject Lines

Keywords: exclusive, alert, free delivery



## Personalised

From: **Kildare Village <newsletter@online.kildarevillage.com>**  
To: Jennifer Taaffe <jtaaffe@izest.ie>  
Reply-To: **Kildare Village <newsletter\_reply@online.kildarevillage.com>**  
★★Jenny, Your Private Sale invite awaits★★



# Subject Lines

## Emotional Triggers:

‘When will you finally put your feet up?’

‘You need a break’

Anthropologie Europe

Here's why you need a dress.

# Is there a typical open rate?

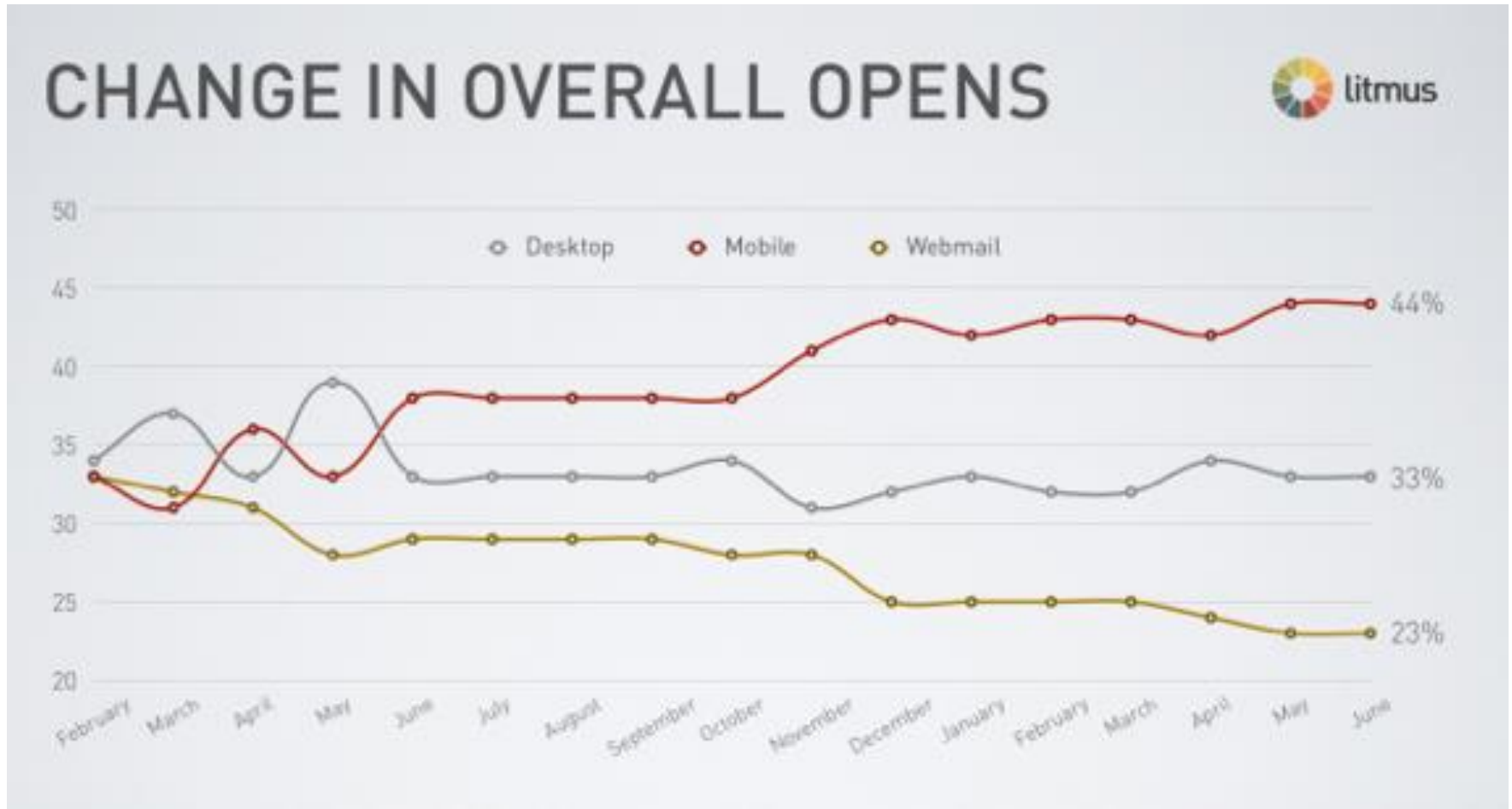
For Travel & Tourism businesses:

- 27.7% - Mail Chimp (2.8% click through)
- 21.6% - Silver Pop
- 20.27% - Constant Contact

# What will affect this?

- The size of your database
- When your database started
- How often you 'clean' it
- Your policy around hard and soft bounces

# Desktop V's Mobile Opens



# When to send an email

Emails sent between 8pm and midnight achieved higher open rates, click thru's and conversions than at any sent during the day time.

Best Days? Saturday & Sunday

*Study by Emarketer.com, April 2013*


# Case Study

Irelandhotels.com  
*We've got it covered*

17 October 2013

Special Offers | Gift Vouchers | Book Online

## 5 Star Kerry B&B Break




The Aghadoe Heights Hotel & Spa Resort in Killarney, Co. Kerry is one of Ireland's most luxurious International 5 Star hotels, resting on a hilltop overlooking the world famous Lakes of Killarney and the rugged beauty of Purple Mountain.

Enjoy a room for the Best Available Bed & Breakfast Rate which includes: Full Irish Breakfast; Complimentary WiFi; Leisure Centre; Indoor Heated Pool; Jacuzzi; Parking; Tennis; and Bicycles.

Single Room from €110.00  
Double Room from €130.00


[BOOK NOW >>](#)

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**October Bank Holiday Sunday Blitz**

Enjoy one nights luxurious accommodation with Full Irish Breakfast at the



**Hodson Bay Hotel Special Offer**

Enjoy luxury accommodation with full Irish breakfast at the 4 Star Hodson Bay



**Co. Laois Five Star Deluxe Room Special**

The Five Star Heritage Golf & Spa Resort is sophisticated elegance set in

- 60,000 customers on the database
- 280,000 emails sent per month
- Average open rates of 16-17%, highs of 20%

# Irelandhotels.com Data 2013

Time	Open Rate
Post 6pm	20%
Post 6pm	20%
Post 6pm	20%
Post 6pm	18%
6am - 1pm	13%
6am - 1pm	17%
6am - 1pm	15%
Post 6pm	18%
Post 6pm	18%
6am - 1pm	13%

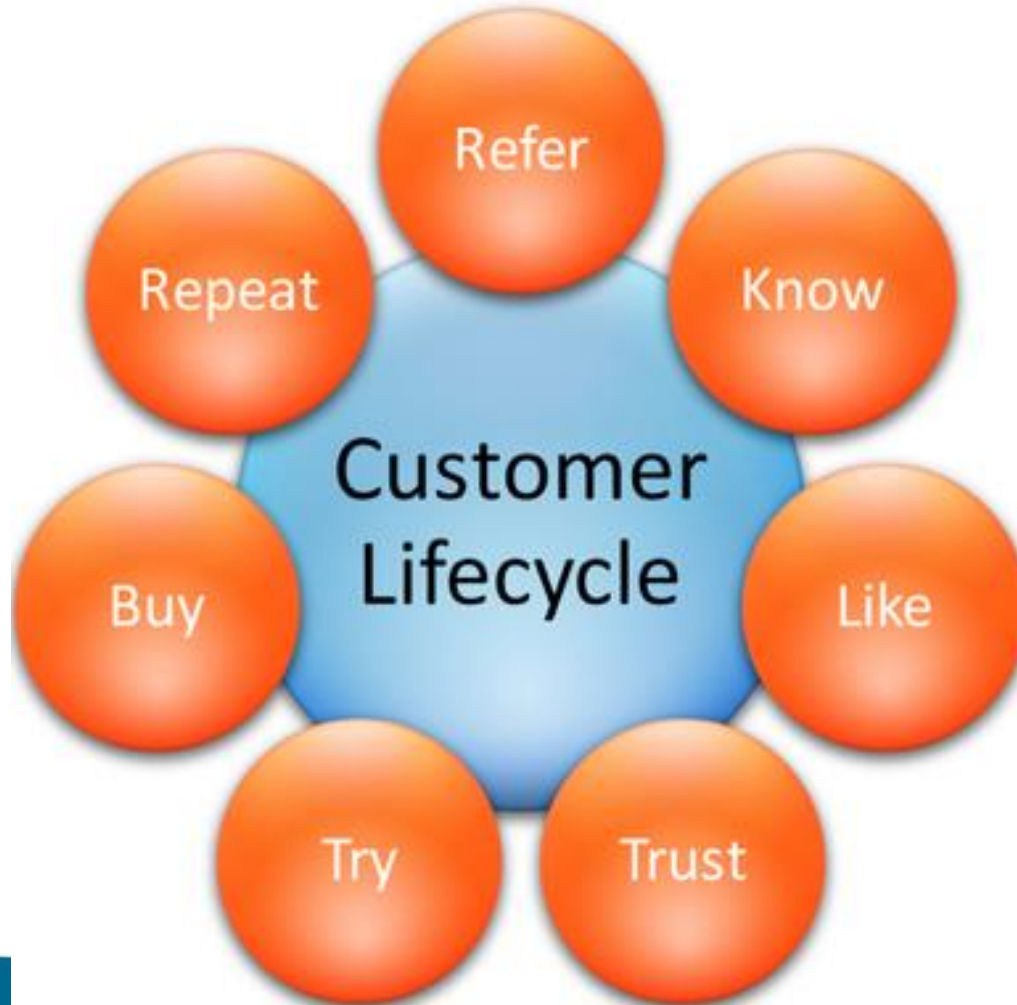
**At 13% Open Rate = 7,800 see the ezine**

**At 20% Open Rate = 12,000**

**That's an extra 4,200 opens**

**Which is 16,800 extra per month**

# Relevant Content



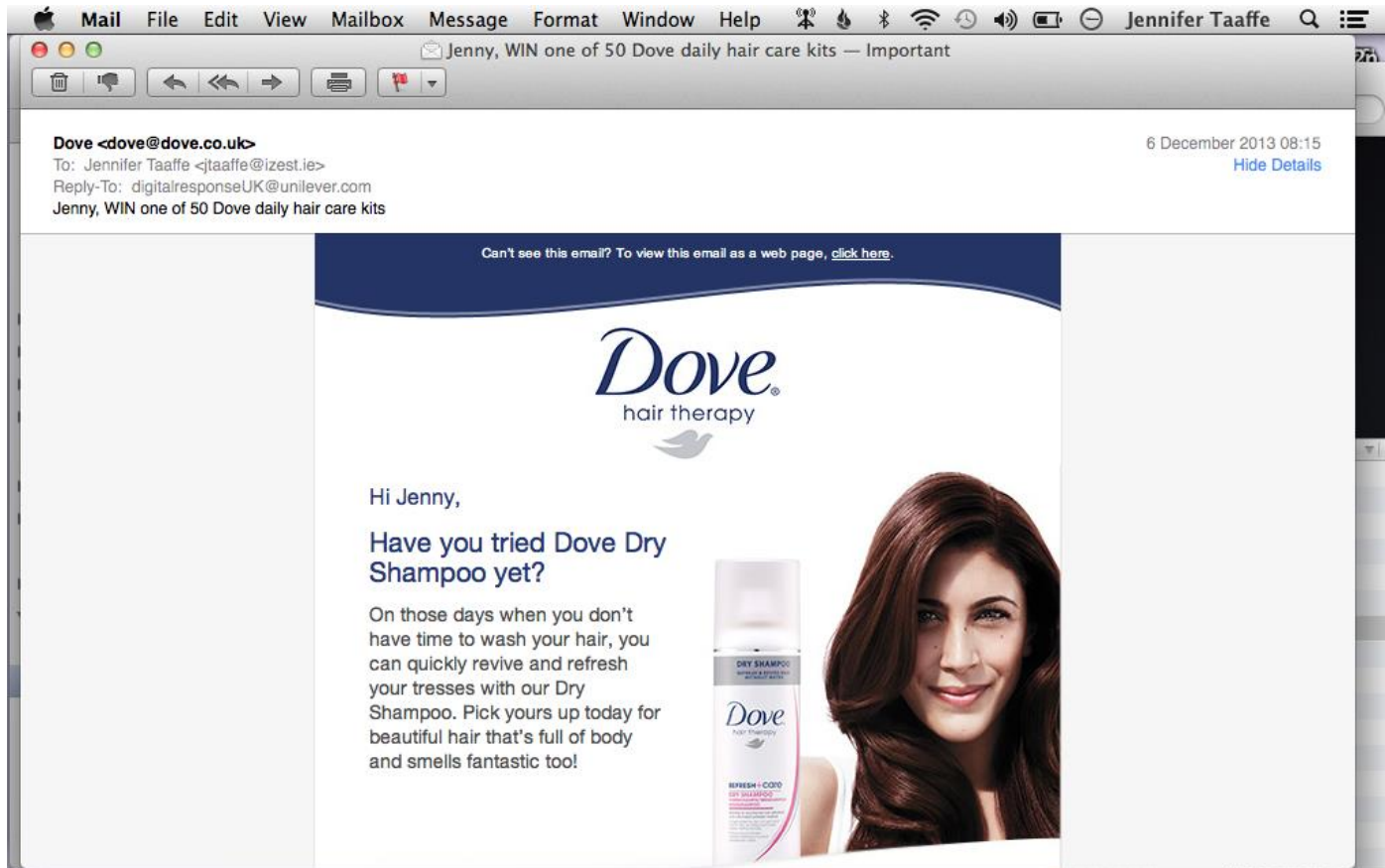


# Customer Acknowledgement

41% of consumers buy more from retailers who send personalized emails based on past buying behaviors.

Return Path

# Personalise



# Great Offers



**Hilton**  
Hotel and Suites  
Niagara Falls/Fallview

## Summer Sell Off

Stay between August 29th  
and September 30th, 2010

Take advantage of the lowest rates of the summer.  
But hurry, you must book by August 31st, 2010.

**ENJOY A ONE NIGHT STAY IN A  
1 KING BED JACUZZI SUITE**

# \$139

Includes Full Buffet Breakfast for 2,  
\$40 Dinner Voucher for Brasa Brazilian Steakhouse  
and 20% off coupon for Souvenir City Headquarters.  
Fridays, Saturdays & Select Dates may be higher.



\$40 Dining Voucher



Full Buffet Breakfast for 2

**BOOK NOW ►** OR CALL 1-866-963-2522 AND MENTION PROMO CODE : **SELL 09**

W Marriott Rewards IHG Rewards Club Hilton Honors

Reservations made for multiple-night stays, but package components will be issued for 1 night only. Short-notice pricing only at time of booking. Rates are subject to availability. Some blackout dates may apply. Friday's, Saturday's & Holidays are available at a higher rate.

BOOK WITH US  

© 2010 Hilton. All rights reserved.

# Great Offers

**STRATOSPHERE**  
LAS VEGAS



Go over the top for  
**under** a hundred.

More fun dollar for dollar.  
No matter how you slice it.

Pre-Black Friday Room Rates

**50% OFF**

Package Includes: Unlimited Tower Access,  
2-for-1 Unlimited Thrill Rides & 2-for-1 show  
tickets to *American Superstars*.

MENTION CODE **TRAVEL2**

New Years Eve Weekend  
Buy 3 Nights & Get The

**4TH FREE!**

Package Includes: Unlimited Tower Admission,  
2-for-1 show tickets to *American Superstars* &  
one FREE night.

MENTION CODE **NYEFREE2**

# Innovative Layout & Clear Call to Action



The image shows a promotional banner for Hotels.com. It features a red logo in the top left, a Facebook share button, and a large orange central area with white text. The text lists discount percentages (20%, 30%, 40%, 50% off) and a 'GO' button with a right-pointing arrow. The bottom of the orange area is decorated with a row of colorful autumn leaves. In the top right corner, there is contact information for booking online or by phone.

hotels.com.

Book Online or Call  
800-2-HOTELS  
(800-246-8357)

Share this deal on Facebook!

Watch our prices fall

20% off  
30% off  
40% off  
50% off\*

GO ▶

# Innovative Layout & Design

oliviaplaza | hotel



I ♥ BARCELONA

## YOU WILL GO CRAZY

The day has come.

Here is the link . Just click on it and book your hotel room at the Olivia Plaza Hotel in Barcelona.

This link will be only available from the 9th to the 12th of december.

Rate based on two people per night on standard double room.  
Non-refundable fee.  
Also offered for sale exclusively from the 9th to the 12th of December.  
Rates are subject to availability.  
The unavailability of rooms does not entitle the customer to any claim.  
The hotel reserves the right to cancel this offer without prior notice.



EUR125  
BED & BREAKFAST  
ON STANDARD ROOM  
AND  
WELCOME GIFT  
TAX INCLUDED

[I want to book my room!](#)

# Clear Message

The screenshot displays the easyJet.com website interface. At the top, there are four orange navigation buttons: 'Book now', '1 Million Seats for £25.99\* or less', 'Hotels Mix Deals', and 'Cars Great Offer'. Each button has a corresponding icon (airplane, bed, and car) and a 'More info' link. Below this is a large promotional banner for '1 Million seats for £25.99\* or less'. The banner features a large orange suitcase with the text 'Bag a Bargain' on it. To the left of the suitcase, the text reads '1 Million seats for £25.99\* or less'. Below the main text, there is a paragraph of smaller text: 'Bag a Bargain with easyJet and get packing for a great value break to fabulous selection of UK and European destinations. We've got 1 million seats for as little as £25.99\* or less and with travel between 22 March and 13 July, you may just find the perfect way of springing into summer. \*Price single inc taxes for travel between 22 March and 13 July.' At the bottom left of the banner is a 'Book Now' button.

easyJet.com

Book now

1 Million Seats for £25.99\* or less

Hotels Mix Deals

Cars Great Offer

More info

More info

More info

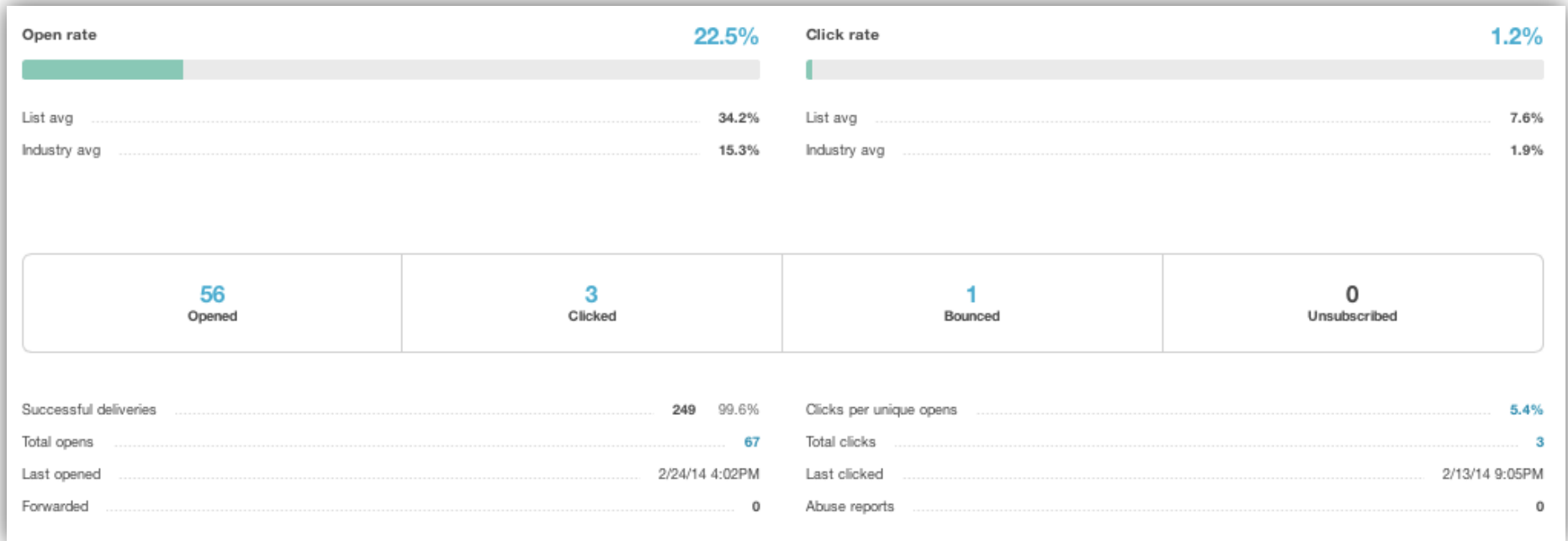
1 Million seats for **£25.99\*** or less

**Bag a Bargain**

Bag a Bargain with easyJet and get packing for a great value break to fabulous selection of UK and European destinations. We've got 1 million seats for as little as £25.99\* or less and with travel between 22 March and 13 July, you may just find the perfect way of springing into summer. \*Price single inc taxes for travel between 22 March and 13 July.

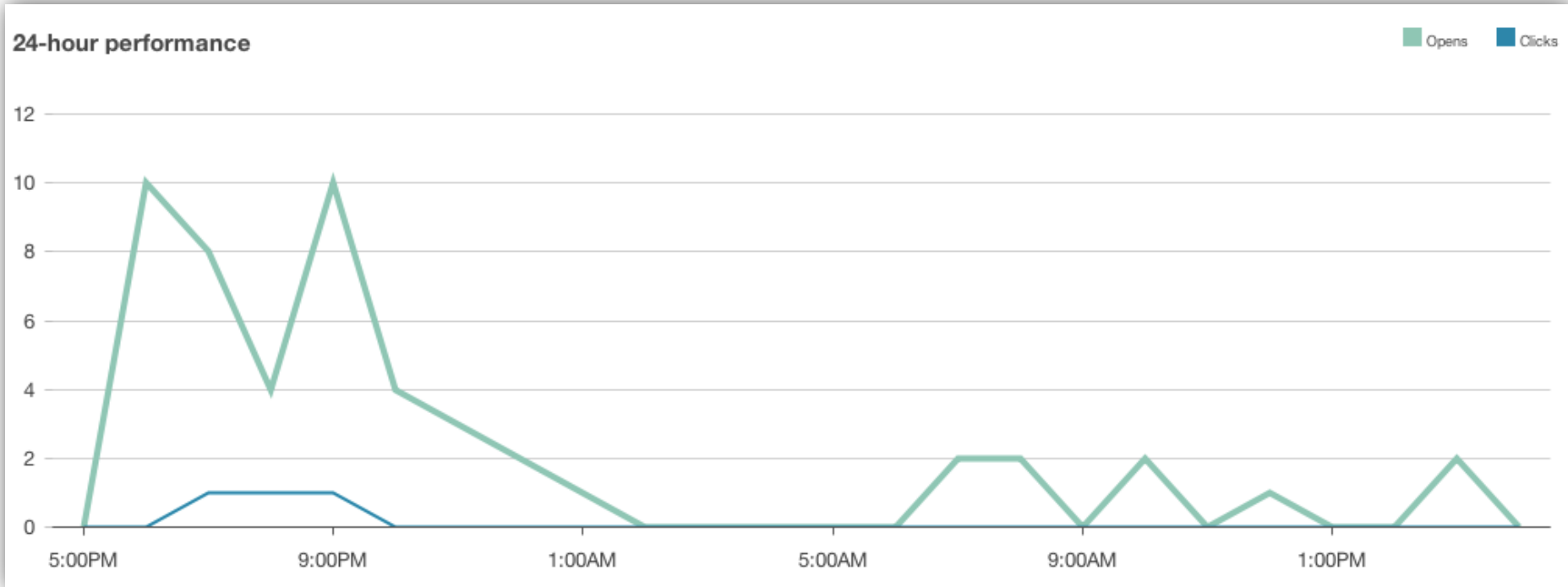
Book Now

# Measurement





# Measurement



# Tip #1 – Invest Time

1. Into your email content planning
2. Your email design templates – be bold, be different
3. Your subject lines
4. Analysis of each campaigns results & learn from this

## Tip #2 – Use Names

1. Make sure you are collecting first and last names correctly
2. Use the option to personalise the subject lines and intros to your emails
3. Make this work both ways – send and sign off your emails from an individual

## Tip #3 - Testing

- Work out your typical conversion rate from an email
- Try sending your emails at different times of the day and different days of the week
- Test different subject lines for the same email
- By this testing, see can you increase your open and conversion rates, and therefore increase revenue

# Key Takeaways

- Email is as relevant as ever & a great selling tool – don't forget about mobile!
- Get them to subscribe through special offers, great use of language or bribes!
- Subject lines – short, personal, emotive
- Encourage them to click with – great content, superb design, clear calls to action
- Analyse results of each and every campaign

# Contact Jenny

- Email: [jtaaffe@izest.ie](mailto:jtaaffe@izest.ie)
- LinkedIn: [ie.linkedin.com/in/jennytaaffe](https://ie.linkedin.com/in/jennytaaffe)
- Twitter: [@jen\\_iZest](https://twitter.com/jen_iZest)
- Website: [www.izest.ie](http://www.izest.ie)



# WEBINARS

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For details on future webinars please visit <http://failteireland.webex.com>

If you want to register for future webinars email [websupports@failteireland.ie](mailto:websupports@failteireland.ie)

## KEEP IN CONTACT

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**Fáilte Ireland**

National Tourism Development Authority

### **Fáilte Ireland**

88-95 Amiens Street

Dublin 1

Ireland

Lo-Call: 1890 525 525

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**