

# Delivering Email Best Practice by the Boatload

with Norwegian Cruise Line



CHEETAH DIGITAL



**NORWEGIAN**  
CRUISE LINE

# JVM [é\ '9edj [dji

- ' 3jheZkY\_ed
- ( J^[ '9edj\_dk[ZFem[hé\'; c Vb
- ) J^[ Fehj^ed[é\'; c Vb[ij FhWj\_Y[
- \* : [i\_]dffi '9edj[djŽ
- + : [b] [hWbjo
- / 9^Wd[b fi '9kijec [hi
- 9EL? #/
- . 3d'9edMki\_ed

# 1. Introduction

**The Porthole of Email Best Practices.** 6i8] ZZIV] 9^1Va1 Zg[dgj cVIZid1 dg 1 ^] hdb Zid[ i] Z^W\Zhi^VcY^b dhi^gZheZXiZY^cVb Zh^e^i] Z^1 g/kZaVcY^=dhe^1Va^n^e^Yj hign!^e^Xaj Y^e^V^W^VcYh adXVIZY^Va^VXgdhh^i] Z^hZkZc^hZVh#

DcZ^d[^dj g[VkdgtZhi^Cdg Z^Vc^8g hZ^A^e^Zi^g^XZcian^ek^tZY^j hid^heZV^ Vi^i] Z^g^ L^ ZZ^ ^d[^Ndj ZkZci!^V^hZgZhd[^Xj gVIZY^k^gj Val ZWcVgh^add^ e^l^id^che^gZ^VcY^e^c[dgb^ i] Z^gi^g/kZaeVgcZgh# 9j g^e^l^i] Z^ C8A^1 ddh^1 d^<gdl ^Ndj g^7j h^e^Zhh^ hZhh^dc!^dj gkZgn^dl c^?j aVc^7g^XZn^9Vkh^ d^e^ZY^?Vhdc^@gb b Za^K^XZ^E^gZ^h^YZci^d[^e^iZgc^Vi^dc^Va^VcY^i^ g^YZ^B^ Vg^ Zi^ e^l^Vi^Cdg Z^Vc^ 8g hZ^A^e^Zi^id^Y^hXj hh^C8A^h^Zm^Zch^kZ^b Vg^ Zi^ e^l^e^a^i[dgb^ #] h^e^a^i[dgb^ Va^dl h^ig^kZaV^Zcih id^XgZViZ^Xj hidb^ oZY^Y^A^1Va^VhhZih^ h^j^X] Vh^k^Y^Zd!^hd^X^Va^b ZY^V!^VcY^Zb V^a^ i] Zn^XVc^h] VgZ^ l^ ^] i] Z^g^XaZcih^1 ] Zc^egdb di^e^l^C8A^h^j c^f^j Z^ig^kZaZmeZgZcXZh^#, dgi] Z^a^i^iZg^VhhZi!^?j aVc^ Y^hXj hhZY^hdb Z^WZhi^eg^Xi^XZh^1 ] Zc^1^Xdb Zh^id^Zb V^a^id^] Zae^i] ZhZ^ig^kZaeVgcZgh^b Vmb^ oZ^ gZj ah^VcY^XdckZg^i] Z^gb Vg^ Zi^ e^l^Z[[dgh^e^id^Wdd^ e^l^h^#] ] ZhZ^i^eh^VgZ^d[^Xdj ghZ^] hZ[j a[dg Va^#

## The Importance of Remaining Engaged

7Z[dgZ^1 Z^Y^kZ^d[[^e^id^i] Z^b V^e^YZX^ hi^ b b e^l^edda^V^cdiZ^i] Vi^i] h^hZhh^dc^Vhd^egdk^YZY^V i^b Zna^gZb^ e^YZg^d[i] Z^ZcZg^a^b edgVcXZ^d[j h^e^l^Zb V^a^id^gZb V^e^Zc^l^l^ZY^1 ^] XaZcih i] g^j^ \] dj i^i] Z^Y^f[^Xj a^YVnh^d[^8DK^>^&.^!^VcY^ZheZX^Van^Vh^1 Z^XVc^hi^Vg^id^hZZ^] dl^ a^f^Z^b Vn^ add^ e^c^ %^ &#Hj^X] ^ed^cih^1 ZgZ^Vhd^g^hZ^Y^j g^e^l^dj gH^c^Vah^ %^X] Vi^1 ^] =dan^B^ ddg^a^c^Y^dc i] Z^ [Lg/kZaVcY^=dhe^1Va^n^e^VcZ^#](#)

### Keeping Top of Mind

8j hidb Zgh^b Vn^cdi^WZ^gZVYn^id^heZcY^nZi!^Wj^i^i] Zn^VgZ^gZVY^e^l^Xdb b j c^XVi^dch^gdb W^VcYh#Ndj^XVc^i^hi^Vn^ide^d[b^ e^Y^f^ndj^gZ^cdi^e^i] Z^g^e^Wdm#

### A Familiar Voice & Enjoyable Content

Ndj^VgZ^i^Va^ e^l^id^eZdeZ^1 ] d^] VkZ^deiZY^e^id^] ZVg^e^l^gdb^ ndj^g^W^VcY^#E^gdk^Y^e^l^hdb^ Z W^l^] i^Vhe^g^Vi^dc^Va^Xdc^iZci^XVc^l^d^V^ad^c^l^1 Vn^#

### Light at the End of the Tunnel

8j hidb Zgh^VgZ^hi^Vg^e^l^id^e^a^c^id^] VkZ^hdb Z^l^j c^l^V^V^e^#AZi^i] Zb^ cdl^ i^1 ] Vi^h^edhh^WZ^ VcY^] dl^ ndj^XVc^b^V^Z^i] h^l^j^ij^gZ^] VeeZc!^hV[Zan^#

## Turn the Negatives into Positives

61 ] dā'nZVg] Vh'WZc] eZcYZY!i] ĉ\h'eZdeā'Y'Yc i'j an  
VeegZX'ViZ'WZ[dgZ'VgZ'cdl ġZij ġĉ\#l Ve'ĉid'i] ħ'cZl 'Zci]j h'Vhb 'VcY'\_dn#

# 2. The Continued Power of Email



I d'hiVg'd[!i'V'fj X' ġZb ĉYZg'd[! ] n'Zb V'ā'h'hi'āi] Z'b dhi'b edgVci'b Vg Zi ĉ\iddāndj ] VkZ Vi'ndj gY'hedhVa#CdiZ'l Z'hVn'i] Vi'l ↑] '8] ZZiV] '9^↑Vāegdj Yā'egdb di ĉ\ 'VcY'] Zæĉ\ 'id'ZcVXi b j ā'X] VccZāhigViZ\ Zh'[dgVgVcYh!Wj i'Zb V'āhi'āi] Z'8Veivĉ#6nZ'VnZ'8Veivĉ#

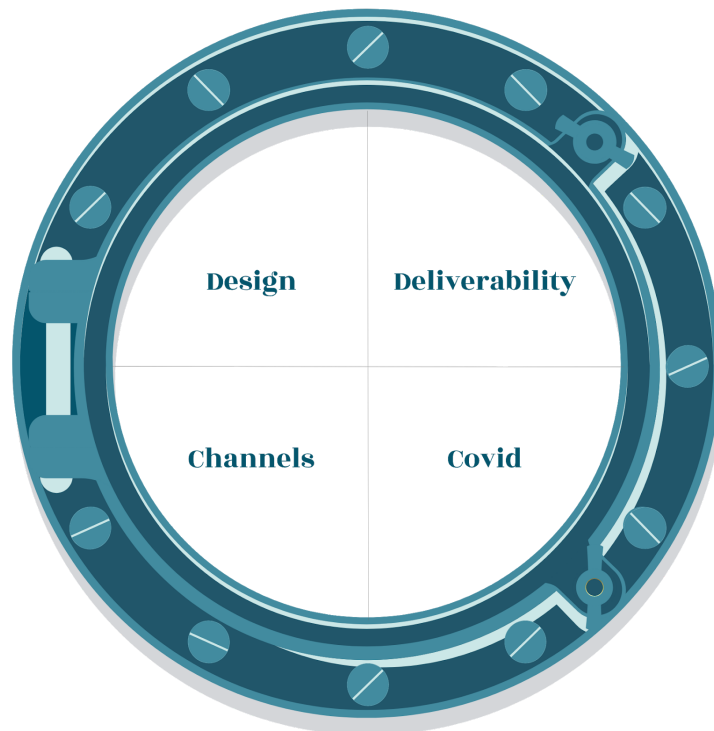
=ZgZ'VgZ'V'[Zl 'fj diZh'VcY'hiVih'[gdb 'i] Z'Z8dchj āVcXn'hj ġZn'Xd"Vj i] dgZY'Vi'i] Z'hiVg'd[ i] Z'nZVg#ZCdiZ'i] ħ'gZedg'XVb Z'dj i'ZVgn' % %ā'egZ'8DK>9"& !WZ[dgZ'Xj hidb Zgh'VcY'WgVcYh gVe Yā'ĉXgZVhZY'i] Z'gī' b Z'dcācZ#

6āb dhi'(\$)'d[ 'J #H#Xdchj b Zgh'] VkZ'ej ġX] VhZY'V'egdyj Xi'Y'gZXiā'Vh'V'gZhj ā'd[ 'Vc'Zb V'ā i] Zn'gZXZ'kZY#  
: b V'āVāhd'idēh'hdX'Vāb ZY'V'cVi'kZ'VYh'Wh'&()/ 'VcY'Vc'dg\Vc'X'WgVcYZY'hdX'Vāedhi'Wh &\*& #

[Read the full report here](#)

Cdl 'l Z g' Væj b eZY'j e'Wdji'Zb V'ãV\c'ãih'gk'Zl '[dj g  
WpVY'VgZVh'd[ 'Zb V'ãVZhi'egVXi XZh!'Vh'WZVj i'fj an'Y'hea'nZY'c'i] 'h'h] 'e'edg] dã' 'ãdi'id'WZ  
XVg'j] a] dl 'ndj 'hVni] Vi#, dgZVX] 'VgZV!i Z'XVc'WpVYan'Y'hXj hh'hdb Z' Z'ned'c'ih'id' ZZe'c  
b 'cY#

### 3. The Porthole of Email Best Practice



6h'ndj 'XVc'hZZ'l Z]'VkZ' 8 h'VcY' 9 h''ViZgW'g'Zedg'XVg'Vi'hX] dda'Wj i'Vc'6z '[dgXgZVi'c'\  
\ddY'Zb V'ãXdb b j c'XVi'dch'l 'f] 'ndj gXj hidb Zg#9Zh'c!'9ZakZg'Wafn!'8] VccZah'VcY  
8DK>#AZih'g c'i] gj \] 'ZVX] #

# 4. Design & Content

L ] Zc^†Xdb Zhid`YZh^c`VcY`Xdcizci`l ] Vi`VXij Van`b V` Zhj e`V`ddY`Zb V`#

I ] Z`[daadl `c`^`h`i`V` Zc`[gdb `i] `h`ZmXZaZci`8] ZZiV] `9^`†VahZgZh`dc` : [b V`a`9ZakZgWain`Wh`](#)  
<ZcZ`<j hb Vc#7Z`hj g`i`d`g`VY`i] Z`Zci g`[igad`n`](#)

## FAQ. How important is the subject line and is there a maximum number of words I should use?

### Subject line

I ] Z`hj WhXgWZg`h`Xdj ci`c`^`dc`i] Z`hj WZXi`acZ`id`iZai] Zb `VWdj`i`i] Z`b ZhhV`Z#`h] dj `d`  
VXXj gViZai`g`[aXi`i] Z`Xdcizci`d`i] Z`Zb V`#`l ] X] `h] dj `d`V`X`dch`hiZci`l `†`l ] Vi`i] Z`j hZg  
ZmeZXih`#`e`i] Z`J`c`†ZY`HiViZh`!`i] Z`j hZ`d`[V`YZXZe`i`kZ`hj WZXi`acZ`h`V`k`da`i`dc`d`i] Z  
86C`HE`6B `VXi`#`h] dj `d`V`kZ`V`X`V`id`V`Xi`dc`dgdi] Zg` hZ`ViZb`ei`id`Zc`V`Z`i] Z`j hZg`id`  
**deZc`†`#7j`i`ZkZc`l`†`i] ZhZ`X`dch`YZg`i`dch`ndj`hi`a`i`Vc` V`cY`b`j`hi` V`Z`Xg`Vi`kZ`**

**I ] Z`z`c`i`i] `h] dj `d`V`Z`j`cYZg`\*`%X] VgVXiZgh`Vh`hdb`Z`Zb`V`a`XaZcih`l`a`ig`cXViZ`ac`^`h`j`WZXi`  
ac`Zh`#B`dWZ`Zb`V`a`XaZcih`] V`kZ`ZkZc`h] dg`Zg`ab`†`h`#`†`ndj`Yd`ZnXZZY`i] ZhZ`ab`†`h`c`Xa`YZ`i] Z  
Xg†`X`V`a`X`d`c`i`Z`i`Vi`i] Z`V`Z`^`c`c`^`#`7Z`X`V`Z`j`acdi`id`j`hZ`idd`b`j`X] `ej`cXij`Vi`dc`VcYiV`Z`X`V`Z`  
**I ] Zc`j`h`c`^`hnb`V`ah`VcY`Zb`d`h`#`†`i] Z`g`Z`X`e`Zci`V`hhd`X`Vi`Zh`i] Z`hj`WZXi`ac`Z`l`†`h`eVb`!`i] Zn`l`a`  
V`Z`a`hh`a`Z`ai`d`deZc`†`VcY`b`Vn`YZaZi`†`dg] `†`i] Z`heVb`W`j`i`idc`#`****

L ] ZcZkZgedhhWZ`!`l` : Hl`ndj`ghj`WZXi`ac`Zh`dc`V`hVb`eZ`d`[ndj`gV] YZcXZ`VcY`i] Zc`X] ddhZ`i] Z  
V`Zhi`eZg`dg`g`g`[dg`ndj`g`XVb`eV`^`c`^`i] `h`l`a`W`V`g`Z`j`g`g`c`^`i] Zb`Z`

### Pre-Header

I ] Z`b`dg`^`c`[dg`b`Vi`dc`ndj`XVc`egk`YZ`id`Zc`V`Z`i] Z`j`hZg`WZ`[dg`i] Zn`VXij`Van`deZc`i] Z`b`V`#`  
i] Z`WZ`iiZgi] Z`X] VcXZh`Vg`i] Zn`l`a`deZc`†`#l ] Z`egZ] ZVYZg`h`V`h] dg`hj`b`b`Vgn`i] Vi`hj`eedg`h`  
i] Z`hj`WZXi`ac`Z`#`h] dj `d`†`j`g] Zgb`di`kViZ`i] Z`g`Z`X`e`Zci`id`deZc`i] Z`b`ZhhV`Z`#`

I ] ZiZmi`ndj`c`Xa`YZ`c`i] Z`egZ] ZVYZg`l`a`W`Y`hea`hZ`Y`c`i] Z`egZ`k`Z`l`Vg`V`V`[iZgi] Z`hj`WZXi`  
**ac`Z`c`i] Z`g`Z`X`e`Zci`h`c`V`d`h`i`[dgZb`V`a`XaZcih`i] Vi`hj`eedg`†`h`#`†`ndj`Yd`c`di`j`hZ`V`egZ] ZVYZg`i] Z  
egZ`k`Z`l`iZmi`l`a`W`iV`Zc`[gdb`i] Z`[g`h`i`k`h`WZ`eVg`d`i] Z`WdYn`d`i] Z`Zb`V`#`b`ZhhV`Z`#`**

6h`l`†`i] Z`hj`WZXi`ac`Z`!`i] Z`z`c`i`i] `h] dj `d`V`Z`ab`†`ZY`#` : b`V`a`XaZcih`kVgn`c`i] Z`ghj`WZXi`VcY`  
egZ`k`Z`l`iZmi`X] VgVXiZg`ab`†`h`hd`YZhXgWZ`i] Z`b`V`c`^`YZV`Vi`i] Z`WZ`^`c`c`^`c`^`XVhZ`hdb`Z`d`i] Z  
iZmi`Zih`ig`cXViZY`#`

**FAQ. Is the use of imagery important – does it drive engagement or is it simply there to “look appealing?”**

**Images**

L ] Zc`V`Xdchj b ZgdeZchj e`V`WgvcY`Zb V`h`i] Z`b Vg ZiZg] Vh`b Zg`h`ZXdYh`id`XVeij g`i] Z`g ViiZci`dc#l ] Z`b V`Zgn`VXXdb eVcn`c`Vc`Zb V`h`i] Z`[`gh`i] `c`i] Z`Xdchj b ZghZZh!`VcY ] Vkc`h`db Zi] `c`i`c`cdkVi`kZ!`XViX] n!`VcY`Zc`V`c`V`h`b eZgVi`kZ`id` ZZe`c`i] Z`gXj g`dh`n# 9dZh`h`Xj i`i] g`j` \ ] i] Z`cd`h`Zi`YdZh`i] Z`b ZhhV`c`a`cY4`Dg`h`i] Z`b V`Zgn` "dg`a`X`d[` egkZci`c`V`Xj hidb Zg[gd b`e`X`c`e`j e1 ] Vi`h`W`c`a`Y`Ydl c4

**FAQ. In terms of creating a story via email communication – what are some tips on content?**

L ] Vi`i`Zh`V`ai] ZhZ`Xdcizci`Z`ab Zcih`id`Zi] Zg`6`c`Vg`Vi`kZ!`hd`b V`Z`hj g`ndj` ] Vkc`dcZ`c`b `c`Y l ] Zc`Xdb edh`c`i`ndj` gb ZhhV`Z`#l gn`VcY`iZ`a`V`ddY`hidgn#

?Vhdc`@`gb b ZaZcXdj g`V`Zh`ig`kZ`a`V`Zcih`Vhhd`X`Vi`ZY1` ^] `C8A`id` iZ`ail` =: `X`hidgn` i`g`kZ`a`c` eVg`Xj` a`g`h`V`e`ZghdcV`a`ZneZgZcXZ`VcY1` ] Zc`ndj` g`XaZcih`] ZVgeZghdcV`a`VXXdj`cih`d[`ndj`g ZneZgZcXZ1` ^] V`eVg`Xj` a`g`h`V`cY`dg`c`V`heZX`[`X`Y`Zhi`c`Vi`dc!`^1` ^] Z`a`c`i] Z`YVnYgZVb`c`e` e] VhZ`VcY`[`g] ZgYZZeZc`V`XdccZXi`dc`id`ndj`Vh`i] Z`g`i`g`kZ`a`ZneZg#

6`hd`h] Vg`e] di`dh`W`di]`ndj`gh`VcY`ndj`g`XaZcih` ^>`ndj`XVc`Zi`i] Z`geZg`h`h`dc`dc`hd`X`V`adg` i] g`j` \ ] `ci`Zg`Xi`kZ`ZneZgZcXZ`h`j`X]`V`h`i]`h`#L`Z`k`db`Z`XaZcih`id`h] Vg`f`j`di`Zh`W`dj`i`i] Z`g` VYkZcij`g`h`i] Vi`ndj`V`hd`XVc`h] Vg`deZcan#6`aid`[`i]`h] Z`a`h`V`j`a`V`Xdc`[`Y`Zc`XZ`VcY`Vg`b`edg`Vci`hi`Zeh`c`Xadh`c`V`cZi`W`d`c`e`#?`j`hi`g`z`b`Zb`WZgi] Vi`Xdchj`b`Zgh`Xdchj`b`Z`b`dgZ!`[VhiZg`hd`Z`Z`e`ndj`g`Xden`h] dg`V`j`i`Zc`V`c`VcY`hj`eedg`ndj`g`hidgn1` ^] `b`V`Zh`#9dc`i`[dg`Zi`id`XadhZ`ndj`g`hidgn1` ^] V`XV`ai`d`V`Xi`dc`V`h`Xdb`b`j`c`XVi`c`V`YZV`adg`eg`lb`di`dc1` ] Xj`V`kZhi] Zb`V`g`Vhdc`id`Xdc`i`VXi`ndj`#

GZb`Zb`WZg`f`ndj`f`j`i`Z`a`c`e`V`ddY`hidgn`dc`dcZ`X] VccZ`ab`V`Z`hj`g`ndj`g`i`Z`a`c`e`^`dc`i] Z`di] Zgh`b`Vn`ad`V`a`i`a`Y`f`[Zg`ci`W`i`i] Z`c`Vg`Vi`kZ`VcY`VhhZih`XVc`VcY`h] dj`a`V`W`g`ej`g`edhZY#

- Á
- Á
- Á

# 5. Deliverability

Cdl`i] Vi`ndj`kZ`heZci`hdb`Z1`Z`a`c`kZhiZY`i`b`Z`c`Xdchig`Xi`c`V`g`Vi`Zb`V`h`h`b`edg`Vci`l`Z` \`kZ`^`i] Z`W`hi`X] VcXZ`d[`W`c`e`h`Z`c`!`deZcZY!`Xa`X`ZY!`VcY`VXi`dcZY#Hd`a`zi`h`Xdch`YZgV`[Zi`Zn`VgZVh`Vgdj`cY: b`V`h`9ZakZg`W`a`n#

**FAQ. Send Time - when should I send?**

L ] Zc`hZcY`e\`b ZhhV\Zh`e`i] Z`J #H#i] Z`i`b Z`VcY`YVn`d[  
 YZakZgn`b ViiZgh#9`gZXi`[ZZYWX` `[gdb`Xdchj b Zgh`h] dl h`i] Vi`\*`e#b #`"``&%e#b #adXVai`b Z`h`  
 i] Z`hl ZZi`hedi`[dg`YZakZgn`i`d`Xdchj b Zgh#6adi] ZgeZgdYh`VgZ`cZVgn`] Vd`Vh`Z[[ZXi`kZ`Vh`i] Vi`  
 `Zni`b Z`hadi#

=dl ZkZg` ↑] `b dgZ`VcY`b dgZ`Xdchj b Zgh`l dg`e\`[gdb` `] db Z`] Vk`e\`b Vg Zi`e\`iZX] cdad\`n  
 i] Vi`Xdc`i`ej Van`Veeazh`b VX] eZ`zVgc`e\`Vadg`f] b h`[dghZcY`i`b Z`dei`b `bVi`dc`l` `ad] Zæ`ndj  
 VYVei`id`Vcn`X] Vc`Zh#Ndj`gb ZhhV\`e\`higViZ`n`cZZYh`V`gdWj hi`e`a`vi`[dgb` `i] Vi`Zb`edl` Zgh`i] Z`  
 g\] i`i`b Z`YZakZgn`d`[Xg`f`XVad`[[Zgh`VcY`Xdc`i`Zci`#8dj`eaz`Y`l` ↑] `V` [eZghdcVa`b`Vi`dc`](#)higViZ`n`ndj`g  
 b ZhhV\`e\`XVc`] ↑i] Z`b`Vg` `l` ] Zc`ndj` `cZZY`↑`b`dhi#



; dgi] Z`hZXdcY`i`b Z`idYVn`!eaZVhZ`iZhi`VcY`zVgc`l ] h`h`c`di`V`egZ`X`hZ`h`X`ZcXZ`!eZV` `YVnh`dg  
 i`b Zh`VgZ`c`di`Va` Vnh`i] Z`VZhi`id`b V`a`VcY`i] Vi`i`b Z`d[`YVn`VcY`YVn`d`[i] Z`i` ZZ` `h] dj` a`VZ  
 g`k`Zl` ZY`#`Y`ZVan`!`b Vg ZiZgh`XVc`j hZ`hZcY`i`b Z`dei`b `bVi`dc`b`dYZh`!`VcY`b ZhhV\`e\`XVc`WZ  
 YZiZgb`eZY`Wh`i] Z`eY`k`Yj`Vaf`h`VZ] Vk`dg#

; dgb`dgZ`dc` : b V`a`9ZakZg/Wa`f`n`X] ZX` `dj`i`i] h`Ze`hdYZ`d`[[JcXV\ZY`L`hYdb`#](#)



**FAQ. Recency and frequency – when is enough, enough?**

7di] gZXCxN^VcY^gZfj ZcXn^VgZ^kZgn^b edgVci#6h^dgl ] Zc  
Zcdj \ ] ^h^Zcdj \ ] i] h^fj Zhi^dc^h^kZgn^j c^fj Z^id^ZVX] ^WgVcY!^eYj hign!^VcY^V^Zci#

B dgZ^l ^hZ^i] dj \ ] ih^gdb ^?Vhdc!^ V^Xdb b dc^b ^hXdcXZeI^dc^l ^a^VZ^i] Vi^hZcY^e^i^dd^b^j^X] ^Zb^V^a  
I ^a^Vccdn^Xj hidb Zgh!^Wyi^l Z^~cdl ^gdb ^dj^gd^l c^C8A^YViVi] Vi^ig/kZa^Xdchj b Zgh^VgZ^b dgZ  
] ^] a^Zc^V^Zy^l ] Zc^Xdb b j c^XViZY^id^gZfj Zcian^k^V^b^j^a^eZ^X] VccZah^ ^hd^Zc^V^Zb^Zci  
YdZhc^i^j^hi^hide^l ^j] ^Zb^V^a^VcY^h] dj^a^VZ^XdccZXiZY^id^V^hdX^MagZ^Ai^dch] ^e^hig/i^Z^N^#

; gZfj ZcXn^h^i] Z^YZaXViZ^YVcXZ^d^hi^Vn^e^i^de^d^b^e^Y^Wj^i^cdi^XgdI^Y^e^i] Z^e^Wdn^#^ndj g  
Xdciczi^e^a^c^VcY^b^Zhh^V^e^h^h^l^Zaai] dj \ ] i^dj^i^ ^Vh^l^Z^b^Zci^dcZY^VWdkZ^ ^i] h^l^ ^a] Zae#

GZXZcXn^h^i] Z^b^dhi^b^edgVci^egZY^Xidgd^l ] d^h^b^dgZ^a^Zan^id^gZhedcY^id^Vc^d^d^Zg#  
8j hidb Zgh^l ] d^] VkZ^ej^gX] VhZY^gZXZcian^gdb^ndj^VgZ^b^dgZ^a^Zan^id^ej^gX] VhZ^V^V^e^gdb  
ndj^Xdb^eVgZ^id^i] dhZ^l ] d^Y^Y^cdi^ej^gX] VhZ^gZXZcian^# ] Vi^h^i] Z^cdg^Vahi^ViZ^d^V^V^gh^Wj^i  
i] ZhZ^VgZ^i^cdg^Vai^b^Zh^#Eg^dgt^hZ^i] dhZ^l ] d^] VkZ^b^dhi^gZXZcian^ej^gX] VhZY^dg^ci^Zg^Xi^ZY^f  
edhh^WZ^#DkZg^Vail^dg^dj^i^l ] X] ^b^Zhh^V^Zh^ ^VXgdhh^YZk^XZh^VgZ^gZhd^c^Vi^e^i^ ^VcY^l ] d^h  
VXi^kZan^Zc^V^V^e^h^#

**FAQ. What should I be looking for in terms of results when evaluating my email campaigns?**

I ] Z^d^a^d^l^e^h] dj^a^Va^Vnh^WZ^~ZeI^gdci^d^b^e^Y^l ] Zc^b^dc^fdg^e^V^YZakZg^WafnO

DeZc^g^Vi^Zh^VcY^XaX^h^ ^ZheZX^Van^j^c^fj^Z^deZch^VcY^j^c^fj^Z^XaX^h^#  
Kdaj^b^Z^d^Zb^V^h^hZci^dc^ndj^g^WZ] Vd^!^YZakZg^Wafn^g^Vi^Zh^!^VcY^j^chj^WhXg^WZ^h^#

6^j^a^ahi^d^i] Z^ineZh^d^eZg^d^g^VcXZ^hi^Vi^h^l^Z^Va^Vnh^b^dc^fdg^XVc^WZ^d^j^c^Y^e^dj^gfj^VgZgn  
: [b^V^afi^B^d^Waz^7ZcX\] b^Vg^GZedgh#](#)

6I^Vn^gdb^i] ZhZ^cj^b^WZgh^i] ZgZ^VgZ^] j^b^Vc^gZ^hj^ah^id^ad^Vi^#=^adc^=diZah![dgZn^Vb^eZ!  
b^dc^fdg^] dl^b^Vcn^XVae^XZci^Zg^XVah^i] Zn^gZXZ^kZ^V^i^Zg^Vcn^a^g^Z^Zb^V^ahZcY!^VcY^d^X^dj^ghZ!  
ndj^a^] deZ^j^a^] VkZ^eZdeZ^XVae^e^d^g^b^Zhh^V^e^h^h^l^ndj^ad^e^h^d^gdb^dgZ^e^d^g^Vi^dc^d^g^b^V^e^h^  
Wdd^e^h^l^ ^j] ^ndj^ ^l^g^Vch^VXi^dc^g^Vi^Zh^l^ ^a^Va^Vnh^i^Za^V^hidgn^#

# 6. Channels & Customers

## FAQ. Where are customers seeing my messaging? What devices and channels are customers using?

DcZ`d[i] Z`b dhi`[gZfj Zcian`Vh` ZY`fj Zhi`dch`h`Vgdj cY`YZk`XZh` `l ] ZgZ`VgZ`eZdeaZ`gZVY`c\!`  
`ciZgVXi`c\!`VcY`ej`gX] Vh`c\`[gdb 4`L Zaa] ZgZ`VgZ`hdb Z`hi`Vi`h` `b V` Z`hj` gZ`ndj` gb` ZhhV\Zh`VgZ`  
dei`b` bZY`[dgVaa`h`j] Vi`dch`#`

B dWaz`l` gZcYh`[dgl]` gV`kZaB` Vg` Zi`Zg\$F` ( ` ` %` %DeZch`Wh`9Zk`XZ`/  
9Zh` ide\$`L` ZVb` V`a2`\*-` #` /` `B` dWaz`2` )` &#` /`

B dWaz`l` gZcYh`[dgl]` gV`kZaB` Vg` Zi`Zg\$F` ( ` ` %` %8aX` h`Wh`9Zk`XZ`/  
9Zh` ide\$`L` ZVb` V`a2`\*` ( ` #` /` `B` dWaz`2` )` +` #` /`

### [Have you considered using SMS?](#)

## FAQ. We don't have access to a database CRM, what is a simple way we can manage data on our clients?

I ] Z`[`ghi`i]` c\`l` ZY`HdXgVi`XVan`Vh` `h` `l ] Vi`ineZh`d`[Xj` hidb` ZgYVIV`Yd`ndj` `] V`kZ`VXXZh`h`id4`  
Ndj` `Ydc`i`c`ZXZh`h`Vg`n`] V`kZ`id`] V`kZ`VXXZh`h`id`V`[dgb` V`a8GB` `c`e`a`/XZ`c`d`gY`Zgid`WZ`VWZ`id`VWhZ`  
ndj` gVXi`dch`dc`YVIV`aZY`ch`^` ih`#`Hd`gVi`] Zgi`] Vc`hVn`] ZgZ`h`l ] Vi`ndj` `Yd`l` ^`] dj`i`!`aZi`f`ij` g`i`] Z`  
[dXj` h`Vgdj` cY`Vh`Vh` `l ] Vi`c`[dgb` Vi`d`c`Yd`ndj` `] V`kZ`i`] Vi`Xdj` a`[dgb` i`] Z`[dj` cYVi`dch`d`[Vc`c`^`Va`  
YViVWWhZ`#` dgb` dgZ`dc`8`] ZZiV`] `9`^`^`Vah`d`l` c`:` 9E` `i`] Z`YVIV`e`a`i`[dgb` `a`n`Zgd`[dj` g8j` hidb` Zg`  
: c\`V\`Zb` Zci`Hj` ^`Z` `XaX` `] ZgZ`#`

[8aZci`Hj` XXZh`h`/AZkZg`/\`c\`9ViV`\[dgb` dgZ`:` \[\[ZXi`kZ`:` b` V`aE`Zghdc`Va`b`Vi`dc`Vi`HZVL` dgZ`](#)

## FAQ. Which data points would you recommend tracking in order to best communicate with your customers via email?

I ] Z`ide`^`Zb` h`id`igVX` `c`d`gY`Zgid`WZhi`Xdb` b` j` c`XViZ`id`ndj` gXj` hidb` Zgh`c`Vc`Zb` V`a`

FÈ E`Zgb` h`h`d`c`#GZb` c`Y`i`] Zb` `l ] n`ndj` `VgZ`b` ZhhV\`c\`i`] Zb` `VcY`b` V` Z`hj` gZ`i`] Zn`XVc`dei`"dj` i`  
^`i`] Zn`hd`YZh`gZ`#`

GÈ : b` V`a6YYgZhh`#B` V` Z`hj` gZ`i`] h`ZhhZci` V`ae`ZXZ`d`[c`[dgb` Vi`d`c`h`j` e`"id`YViZ`

HÈ 9Zb` d`gVe`] Xh`bi`] Vi`b` ViiZg`#CVb` Z!`ZcYZg`VYYgZhh`hi`ViZi`Xdj` cigi`ZiX`#l ] ZhZi` `aa] Zae`  
ndj` `b` V` Z`ndj` gXdb` b` j` c`XVi`dch`b` dgZ`gZkVci`id`ndj` gVj` Y`ZcXZ`#`

I È E] dcZ`#`<ZcZgV`an`V` Zn`YZci`^`Zg\$` Zn`[dgv`cn`Xj` gZci`dg[j` ij` gZ`8GB` h`igViZ`n!`VcY`c`i`gV`kZa`  
VcY`] dhe`^`Vaf`n`kZgn`b` edgVci`Vh`Vc`V`aZgc`Vi`kZ`X] VccZ`#`

Í È Eg[ZgZcXZhVcY^ciZgZhih#L Z^Vi^8] ZZiV] ^9^1Vál á  
 Vá Vn^eZVX] i] Z^b edgVcXZ^d[VWZiiZgj cYZghiVcY^c\  
 i] Z^egZ[ZgZcXZhVcY^ciZgZhih^d[ndj gVj YZcXZ!  
[ZheZX^Van1 | Zc^1Xdb Zh^idZb V^#](#)

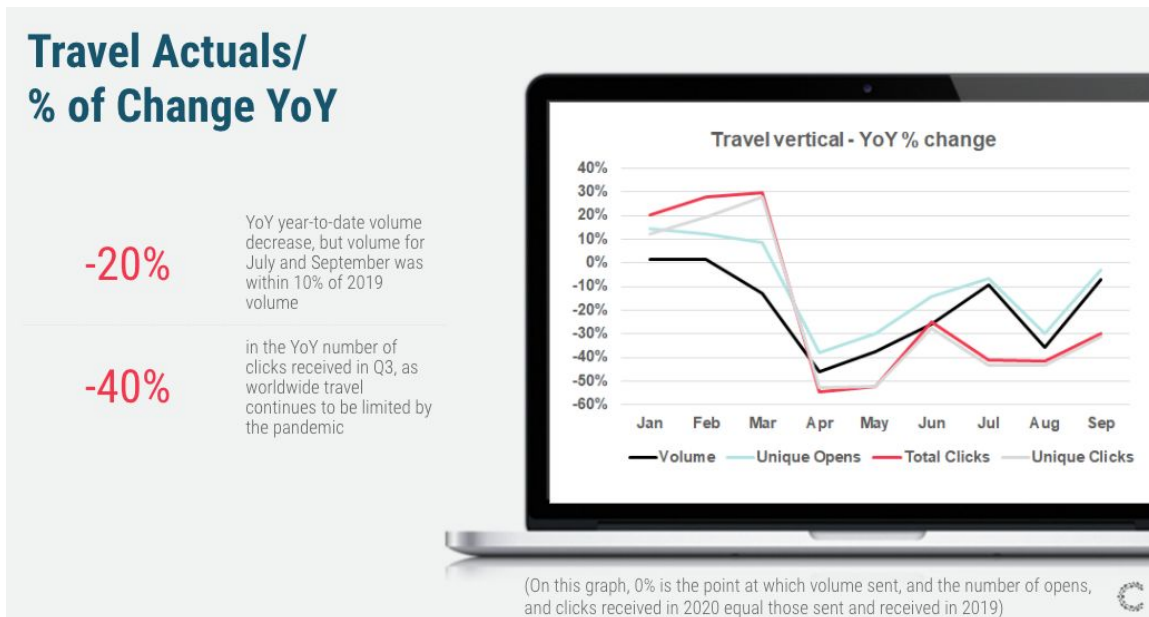
Í È ; ghi"\$OZgd"eVgn^YViV#6^h^b áVged^ci^id^i] Z^dcZ^b b ZY^ViZa^VWdkZ!i] Z^VY^1dc^d[  
 ^ciZgVXi kZ^Y^1VáZmeZgZcXZh^XVc^gZVian^Zc] VcXZ^VWVcY^h^Xgdhh^X] VccZa  
 Xdb b j c^XVi^dc^higViZ^n#8] ZX^dj^i^i] h^e^ZXZ^dc^i] Z^ZZcZ[1h^d[^cXgdgdi^c\  
[^ciZgVXi kZ^9^1Vá: meZgZcXZh^cid^Ndj g8gdhh^8\] VccZaB ZhhV^c^#](#)

NZh^1h^WX^!WX^V^V^c^#I Zhi^VcY^aZVg^!VcY^gZXdg^!VcY^b dc^1dg^1 Zhi^Vaid^i] ZhZ^i] ^c^h^dj^i  
 VcY^igVX^ndj gZc^V^Zb Zci^gViZh#L ZgZgZVZi^c^dj ghZkZh^Wj i^1h^VZXVj hZ^1h^b edgVci^

## 7. COVID-19

**FAQ. How has the pandemic changed the way consumers are consuming communication – especially email?**

I ] ^c^h^] VkZ^X] Vc^ZY^Yj Z^id^8DK^9"&. #=VkZ^1 Z^hZZc^Vc^cXgZVhZ^c^deZc^gViZh^dgV^h] 1i^c  
 eZV^deZc^ib Zh\$YVn4! V^Z^V^add^Vi^i] h^gVe] [gdb^i] Z^igVkhZahZXi^dc^d^i] Z^gZXZci^: b V^afi  
 B dWZ^7ZcX] b Vg^GZedg^1 Z^egk^dj han^b Zci^dcZY^VcY^ac^ZY^dj i^id^VWdkZ#



' % ^NdN^nZVg^id^YViZ^kdj b Z^YZXgZVhZ!Wj i^kdj b Z^[dg^?j an^VcY^HZeiZb WZgi Vh^1 1] ^  
 &%^d[ ^%&.^kdj b Z#

)% °c i] ZNdNcj b WZgd[°XaX h°gZXZkZY°c F (!°Vh  
 I dgYl YZigvkZaXdcicj Zhid°W°ab ↑ZY°Whi] Z  
 eVcYZb °X#

**FAQ. How should we approach planning for post Covid?**

ſ°ndj g°cdi°Xdb b j c°XVi °c\°Vag°ZYni] Zc°\Zi°dc°l °ſ] °ſ° °W°i°g°ZY°i] Z°g°ddb #8dchj b Zgh  
 l Vci°id°] ZVg[°gdb °i] Z°W°V°c°Yh°Vc°Y°\°Z°c°ih°i] Zn°ig° hi!°l °ſ] °W°a°c°X°Z°Y°b° Zh°h°V°\°c°\°i°] Vi  
 V°X° c°dl °æ°Y°\°Zh°i°] Z°Z°k°Z°g°X°] Vc°\°c°\°X°ab° Vi°Z° °hd°j° hi°W°Z°b° °c°Y°j° ad[°ndj° gb° Zh°h°V°\°c°\°#°ε° °%° %°i°] Z  
 eVcYZb °X°] Vh°Y°g°/°b° Vi°X°V°an°h°ad°l° Z°Y°i°] Z°ig°vk°Z°a°a°c°Yh°X°V°e°Z°!°W°i°°X°d°ch°j° b° Z°gh°l° ] d°V°g°i°°g°Z°Y°d°[  
 ad°d° °c°\°Vi°i°] Z°h°V°b° Z°[°dj° g°l° V°an°V°g°Z°W°Z°\°c°c°\°id°°X°d°ch°Y°Z°g°k°V°X°Vi° d°ch°dc°X°Z°\°V°V°c°#°HV°[°Zin!  
 V°b° dc°\°hi°di°] Z°g°X°dc°X°Z°g°h!°°h°i°de°d°[°b° °c°Y°[°dg°i°g°vk°Z°g°h!°V°c°Y°°ſ°c°Z°Z°Y°h°id°W°Z°ide°d°[°b° °c°Y°[°dg  
 W°V°c°Y°h!°l° ] Zi°] Z°g°ndj° g°V°c°V°g°c°Z°!°] di°Z°a°dg°X°g° °h°Z°#

; dgV°k°Z°g°n°X°db° eg°] Z°ch°k°Z°h°Zi°d°[°X°d°ch°Y°Z°g°i° d°ch°l° ] Zc°°ſ°°X°db° Zh°id°[°\°j° g°c°\°dj°i°] dl °id°b° V°g° Zi  
 ig°vk°Z°a°V°c°Y°] dhe°ſ°V°a°ſ°n°°c°°V°e°d°hi°°8°DK°ſ°°&°. °b° V°g° Zie°a°X°Z°h°ZZ°i°] °h°j° h°Z°lj° a°\°j° °Y°Z°l° Z°k°Z°eg°d°Y°j° X°Z°Y°#

[=dl °l° g°k°Z°a°7°g°v°c°Yh°8°V°c°Hj° XXZZY°°c°°V°E°dhi°°8°DK°ſ°°&°. °l° dgYl](#)

Á

**Tips for Crafting the Perfect Travel Marketing Strategy, with Post-COVID-19 in Mind:**

<p><b>Keep Branding Strong</b>          Consumers need to know and trust your brand when they are ready to travel again. Consistent branding can bring consumers a sense of comfort.</p>	<p><b>Be Mindful of Your Messaging</b>          Consumers want to hear from trusted brands, with balanced messaging that acknowledges the current climate.</p>	<p><b>Jump on the Carousels</b>          Create awareness around different attractions through the use of carousel units on social and rich media units.</p>
<p><b>Consider COVID's Impact on Mobile Usage</b>          For travelers and guests, mobile usage will increase throughout the travel journey, from passports and boarding passes to keyless hotel entry and digital check-out at hotels.</p>	<p><b>Re-Evaluate Your Post-Pandemic Competitive Landscape</b>          Openings and economic recovery will be staggered. Analyze customer behavior, identify the right prospects and target markets, and look for signals to identify when travel is picking up.</p>	<p><b>Look at Online Travel Companies</b>          Consumers are going to be looking for deals, and there's no doubt they'll be leveraging online travel companies like Kayak and Expedia. By being present on these sites, you can find consumers before they book.</p>
<p><b>Go for Geo-Targeting</b>          Geo-targeting is a great way to reach locals and travelers looking to drive to their next vacation instead of flying.</p>	<p><b>Tap into Travel Guides</b>          One of the main responsibilities of travel guides is to reach consumers when they are planning their next trip.</p>	<p><b>Dig into Dynamic Segmentation</b>          Streamline marketing technology and processes to serve the right messages to the right customers at the right time.</p>

Á

## 8. In Conclusion

Hd[i] c\h] VkZ^WZc^gZvanidj \] ^c" % %VcY^Yj Zid^gZXZci^YZkZadeb Zcih!i] Zn! agZb Vc  
idj \] ^h^l Z^hZZ^dj i^i] Z^nZVg#7j i^i] ZgZ^h^a\] i^Vi^i] Z^ZcY^d[i] Z^j ccZa ^Xg ^hZ^h] e^d^ Z^VcY  
l Z^h] dj a^V^a^W^] da^c^d^dj i!^VcY^ea/cc^c^[dg^V^b j X] ^b dgZ^edh^kZ" % &#<Zi^i] dhZ^hl ^b  
hj ^h^VcY^heZZYdh^dj i^d[^hidg^Z#

Á

- 
-

