



ONE TREE
VOUCHER SOFTWARE



Email marketing

HINTS AND TIPS TO SELL MORE GIFT VOUCHERS

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Outline



- ▶ Why use email marketing?
- ▶ Circle of Communication
- ▶ Targets
- ▶ Goals
- ▶ Email Structure
 - ▶ Subject Lines
 - ▶ Message
 - ▶ Call To Action
- ▶ Sending Schedule - Christmas

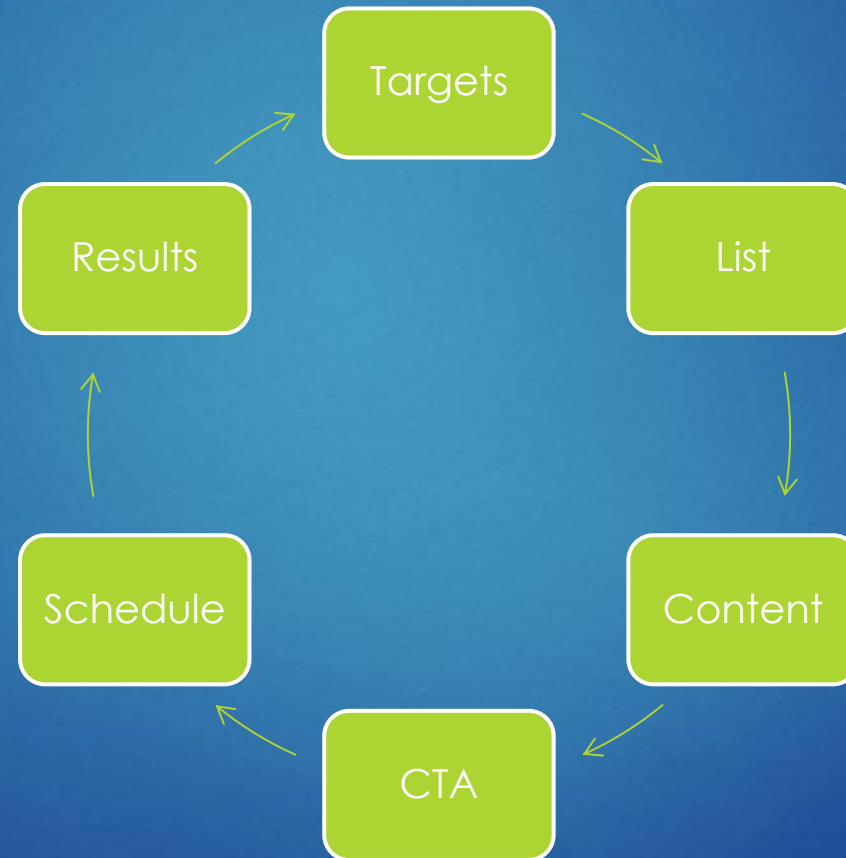


Why use email marketing?



- ▶ Control over where your message is sent
- ▶ Direct contact with prospects
- ▶ Everyone has an email address
- ▶ Cost effective (ROI is £42 for every £1 spent)
- ▶ Good to combine with social media campaigns
- ▶ Create an automated journey for guests to buy from your website
- ▶ Develops a relationship with clients

Circle of Communication



Build a list

Collect email addresses

- ✓ At your venue
- ✓ From your website
- ✓ From One Tree
- ✓ From booking software

1. Size matters
2. 80/20 open rates
3. Keep lists clean
4. Be aware of GDPR



Purpose

What is the aim of the email – what do you want prospects to do?

Buy from you!

Consider

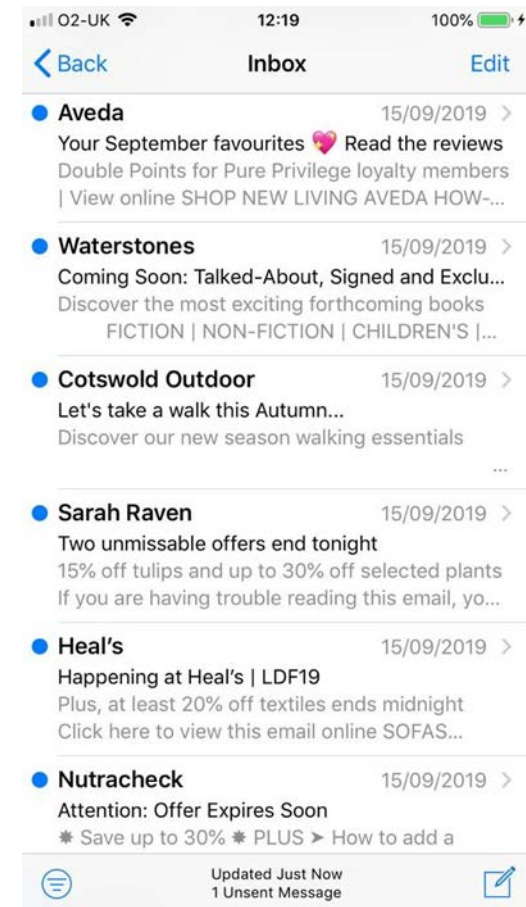
1. Subject lines / emojis
2. Preview text
3. Template layout
4. Content/words
5. Images



Subject Lines



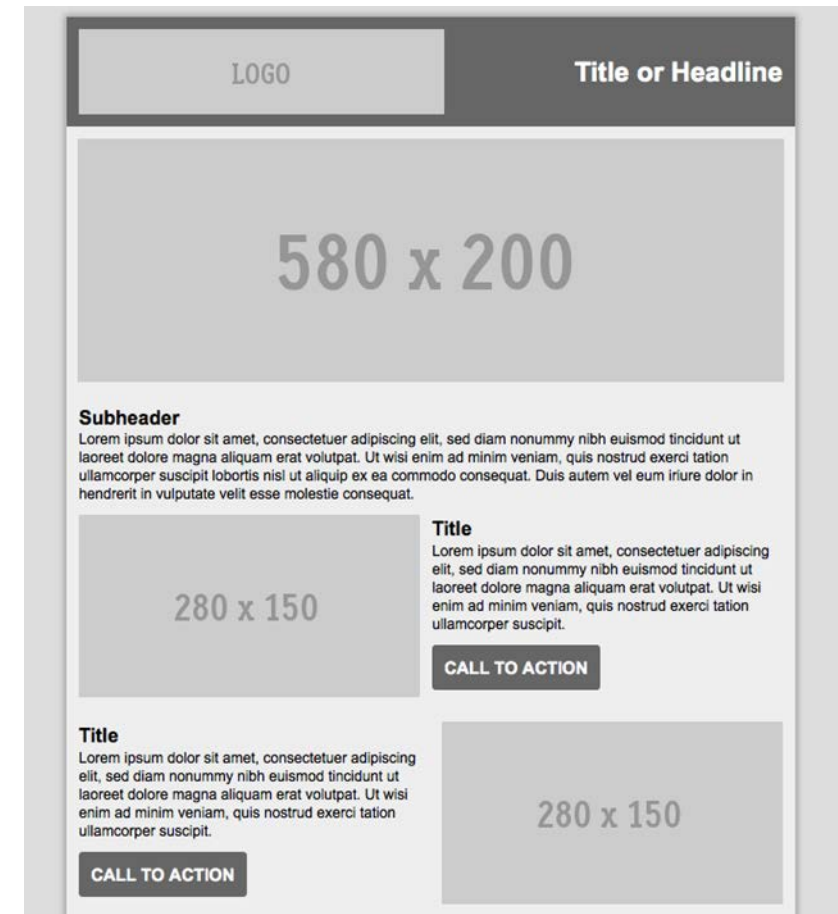
- ▶ The reason people will open your email
- ▶ Use all available characters. (Don't fill up preview text with information that doesn't help to sell your services.)
- ▶ Say something worthwhile
- ▶ Use emojis to make the email stand out 😊
- ▶ Try changing subject lines when re-sending same email



Templates



- ▶ Check your template is responsive
- ▶ Add a fixed block to promote gift vouchers in regular newsletters. Change the story depending on the season, e.g. Christmas, Mother's Day, Father's Day
- ▶ Many templates are also available on the internet for one off email blasts
- ▶ One Tree provides free graphics you can use to include in emails



Calls to Action



- ▶ Make the buying journey simple
- ▶ Check that your email message matches the offer available
- ▶ Link back to your gift voucher page with the opportunity to buy
- ▶ Send and check previews before sending email out

A to B

Christmas Message



- ▶ Words and images
- ▶ Focus on:
 - ▶ Early buyers
 - ▶ Special, exclusive gifts
 - ▶ Who would enjoy the gifts?
 - ▶ Last minute buyers
(email vouchers available 24/7)
- ▶ Combine gift voucher promotions with other Christmas offers/events



Schedule



Christmas

The peak sales period continues up until Christmas Eve, so plan to send emails in conjunction with social media campaigns throughout the month.

Send mid-week in working hours. Vary send time and day and monitor open/click through rates.

Summary



- ▶ Consider both words and images
- ▶ Strong message and call to action
- ▶ Repeat the theme across email and other digital comms, including social media and website
- ▶ Use [One-tree.net/promotional-resources](https://www.one-tree.net/promotional-resources)
- ▶ Send the contents throughout December, changing the emphasis of the subject line



'TIS THE SEASON TO ASK

WHAT DO YOU WANT FOR CHRISTMAS?

Treat your loved ones to the great day out they've been (not so subtly) hinting about for ages.

GIFT VOUCHERS AVAILABLE ONLINE

Browse our fantastic selection of personalisable gift vouchers and Christmas offers today.



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Any Questions?

CONTACT US:

SUPPORT@ONE-TREE.NET OR CALL 01761 472911