



Better E-Mail Marketing for the Attractions Business

November 16, 2009

Las Vegas Convention Center

SHARON SWENDNER
President
.Com Marketing

Session Overview

- **Setting the Stage for Better E-Mail Marketing**
Sharon Swendner, .Com Marketing
- **Putting Your Data to Work**
Chris LaScala, Great Wolf Resorts
- **Campaign Integration Case Study**
Richard Jett, PARC Management

Contents

- Top Three Reasons for Email Marketing
- Top Ten Engagement Statistics
- Top Three Measures for Email Marketing
- Top Ten Marketing Opportunities

Top Three Reasons for Email Marketing

(1)

91% of the online population uses email,
most everyday

- Email usage is consistent across age groups with the lowest penetration among the very young (12-17 years) and very old (73+)

Top Three Reasons for Email Marketing

(2)

Email marketing has one of the highest ROIs of any tactic, compare:

- E-mail ROI per \$1 US spent: \$51.45
- Print catalogs: \$7.20
- Non-E-mail Internet marketing: \$21.08

Top Three Reasons for Email Marketing

(3)

67% of adults in North America say they prefer e-mail for business communications and 47% of permission email recipients made a purchase in the past year because of it.

Top Three Measures for Email Marketing

- (1) Delivery rates – average 94.1%
- (2) Open rates – 22.1%
- (3) Click through rates – 6.1%

Top Ten Engagement Statistics

(1)

30% of permission email recipients quit doing business with at least one company due to poor email marketing.

Top Ten Engagement Statistics

(2)

Permission email time spent equals 26% of total time using email.

NOTE: This is up compared to a year ago due to the change in consumer behavior for communicating with friends and family away from email and towards social media outlets.

Top Ten Engagement Statistics

(3)

11% of users check email on a mobile device;
16% of permission emails.

Top Ten Engagement Statistics

(4)

44% of respondents view emails in the preview pane; 80% use the bottom or side view.

Top Ten Engagement Statistics

(5)

Transactional emails are considered the most “worth reading” by recipients at 64%, promotional offers the least at 18%. However, as marketers we send the most promotional offers at 15.8 per month.

Top Ten Engagement Statistics

(6)

55% of promotional offers are deleted without opening; 33% of newsletters are and 10% of transactional emails are.

Top Ten Engagement Statistics

(7)

75% of email subscribers unsubscribe because emails are not relevant; 73% because they are sent too often.

Top Ten Engagement Statistics

(8)

Users spend 51 seconds on average reading a newsletter.

Top Ten Engagement Statistics

(9)

50% of consumers would be willing to sign up for email if they offered the ability to customize communications patterns and previews of products and special offers.

Top Ten Engagement Statistics

(10)

65% of email recipients surveyed reported emails received as spam to their ISP; of those 53% reported them as such because they did not sign up for the communication.

Top Ten Marketer Opportunities

(1)

Add personalization to your emails; 75% of marketers still do.

(2)

If you are a retailer, include a store locator link in your email; 77% do.

Top Ten Marketer Opportunities

(3)

Test your email sends; 27% do. Things to test include: subject lines, calls to action, design, timing, day of week, time of day.

- Best time of day is mid-day or start of day
- Best day of week is Tuesday.

Top Ten Marketer Opportunities

(4)

Send triggered emails based on things like purchase activity or click streams; 10% of marketers do.

(5)

Confirm your subscribers opt-in request; 30% do.

Top Ten Marketer Opportunities

(6)

Provide a link in your email to your Twitter or Facebook accounts; 55% do.

(7)

Include FTAF or SWYN in your email; 34% do.

FTAF = Forward To A Friend

SWYN = Share With Your Network

Top Ten Marketer Opportunities

(8)

Include promotional messages in your transactional emails; 43% do.

A 2008 Jupiter Research study estimated that the average retailer can generate an addition \$2.9M by including relevant cross and up-sell messages in these.

Top Ten Marketer Opportunities

(9)

Use under 60 or over 70 characters in your subject line, depending on your goals.

Data shows that longer subject lines generate higher click to open rates but shorter subject lines generate higher open rates.

Top Ten Marketer Opportunities

(10)

Send a welcome email after sign up;
20% of companies do.

Top Considerations for Good Email Marketing

- **Relevance** – know what prospects/customers want and deliver
- **Respect** – for their time
- **Reliability** – be consistent
- **Relationship** – nurture each opt-in as the valuable asset it is

CHRIS LASCALA
Corporate Director of Marketing
Great Wolf Resorts

Contents

- Metrics – A few different ways to measure
- A/B testing Examples
- Collecting and Managing Data

Metrics

- The standards are just that, the standards
 - Sent / Delivery
 - Bounces (hard and soft)
 - Clicks / Distinct Clicks
 - Opens / Distinct Opens
 - Unsubscribe / Opt Outs
 - Conversion / Revenue
 - Referrals / Referring Domains
 - ROI
- Recommend these are baselined and monitored

Metrics

- Consider these other metrics to keep an eye on:
 - Click Tracking
 - Can convey which portion of a layout is receiving the most clicks
 - If the big “book now” button is being ignored, and more viewers are clicking on the Contact Us link (or even worse, the ‘unsubscribe’ link), it may be an indicator that your content is confusing and/or not motivating
 - Use A/B tests as the tie breaker for creative debates

Metrics

- Consider these other metrics to keep an eye on:
 - RGENS – Revenue Generated per email Sent
 - A good dashboard metric that helps peg \$ to emails deployed
 - Use this as a barometer for:
 - Monetizing database value
 - Revenue forecasting
 - Strength of email database – i.e. are we adding quality addresses?
 - Are messages being quarantined as SPAM?
 - And as usual, cross tab with campaign to campaign, property to like property, etc.

Metrics

- Consider these other metrics to keep an eye on:
 - RGER – Revenue Generated per email Received
 - A good dashboard type metric that helps peg \$ to emails successfully received
 - Use this as a barometer for:
 - If trends downwards, could be a red flag that
 - Subject line is not motivating an open
 - Data hygiene, SPAM, junk-box issues are taking place
 - Could also be an indicator of list quality

Metrics

- Consider these other metrics to keep an eye on:
 - RGDO – Revenue Generated per Distinct Open
 - Like RGER, is linked to revenue
 - Focuses more on conversion activity after the recipient opens the email
 - A good barometer of how engaging and motivating the content is

A/B Testing

[If you are unable to see images below, click here.](#)

Please refer to guest number **@@custom_536@@** when speaking to a Vacation Planner.

GREAT WOLF LODGE. Get Ahead of the Pack
E-Pack Members Book Today!
A Special Benefit Just For You.

GRAND MOUND, WA Contact Us | Great Deals | Family Fun | GreatWolf.com

48 Hour Sale!

Thursday, Sept. 24
& Friday, Sept. 25

Take an **EXTRA**
20% or 30% OFF
our best available rates
when you stay with us between
now and December 30, 2009

20% off - 1 or 2 Nights
30% off - 3+ Nights

HURRY -
Limited Availability!!

LEARN MORE

Promo Code:
R48HOUR

THERE'S NO TIME LIKE A GREAT WOLF TIME

VOTE NOW
For Your Favorite
GREAT WOLF LODGE

Howl-O-Ween
Holiday Activities and Events
October 8 - 31, 2009

Version 1

- Very 'Retail' and transactional

A/B Testing

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Howl-O-Ween
Holiday Activities and Events
October 8 - 31, 2009

Version 2

- Feature lifestyle visual with cues to guest experience

A/B Testing

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“Lifestyle” Version

- Revenue - \$109,042
- RGER - \$3.19

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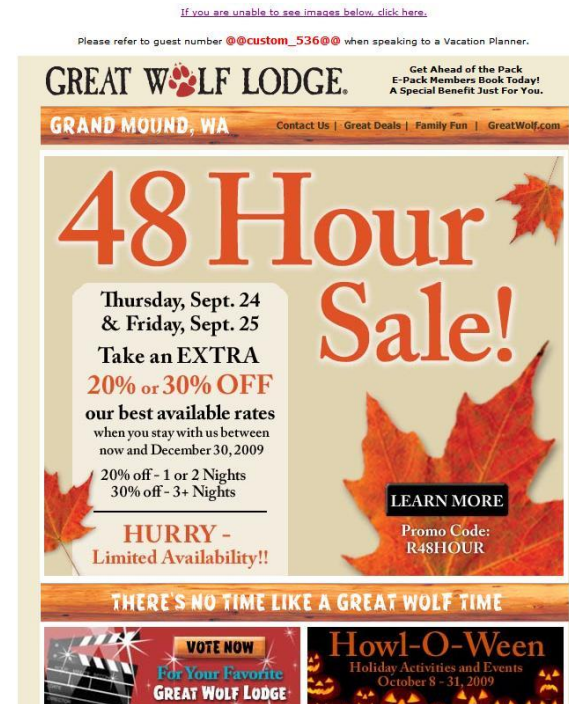
[LEARN MORE](#)

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“Retail” Version

- Revenue - \$142,826 (+31%)
- RGER - \$4.58 (+44%)

A/B Testing

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LAST CHANCE FOR SUMMER SAVINGS!

Hurry - Sale Ends Soon!

Exclusive Offer for our Loyal Guests

Where will your kids say they vacationed this summer?

Take **10%** off

our best available rate!
Valid any weekday or weekend now through September 3, 2009.

Package also includes passes to our guest exclusive indoor waterpark, crafts and activities, nightly fireside storytime, plus much more!

BOOK NOW

Promo Code: **GREEN**

THERE'S NO TIME LIKE A GREAT WOLF TIME

NEW ASK-A-MOM Panel
Great Wolf Resort questions answered by Real Moms (& Dads) - just like you!

Why I LOVE Great Wolf Lodge
Video Contest

ENTER HERE BEFORE August 31, 2009
VIEW SUBMITTED CONTEST VIDEOS ON

Version 1

Addressed to "Loyal Guest"

Subject line was "Late Summer Savings as low as \$129. Sale Ends Friday"

A/B Testing

[If you are unable to see images below, click here.](#)

Please refer to guest number **@@custom_536@@** when speaking to a Resort Planner.

GREAT WOLF LODGE.

TRAVERSE CITY, MI Contact Us | Great Deals | Family Fun | GreatWolf.com

LAST CHANCE FOR SUMMER SAVINGS!

Hurry - Sale Ends Soon!

Exclusive Offer for the @@Iname@@ Family

Where will your kids say they vacationed this summer?

Take **10%** off

our best available rate!
Valid any weekday or weekend now through September 3, 2009.

Package also includes passes to our guest exclusive indoor waterpark, crafts and activities, nightly fireside storytime, plus much more!

BOOK NOW

Promo Code: GREEN

THERE'S NO TIME LIKE A GREAT WOLF TIME

NEW Why ENTER HERE

Version 2

Dynamic Variable of name of family pulled into the message

Subject Line was:
“@@Iname@@ Family:
Late Summer Savings as low as
\$129. Sale Ends Friday.”

A/B Testing

If you are unable to see images below, click here.

Please refer to guest number **@@custom_536@@** when speaking to a Resort Planner.

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Great Wolf Resort questions answered by Real Moms (& Dads) - Just like you!

Why **I LOVE** Great Wolf Lodge
Video Contest

ENTER HERE BEFORE August 31, 2009
VIEW SUBMITTED CONTEST VIDEOS ON

“Loyal Guest” Version

- Revenue - \$49,200
- RGER - \$1.72

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GREAT WOLF LODGE.
TRAVERSE CITY, MI | Contact Us | Great Deals | Family Fun | GreatWolf.com

LAST CHANCE FOR SUMMER SAVINGS! Hurry - Sale Ends Soon!

Exclusive Offer for the @@name@@ Family

Where will your kids say they vacationed this summer? Take **10% off** our best available rate! Valid any weekday or weekend now through September 3, 2009.

Package also includes passes to our guest exclusive indoor waterpark, crafts and activities, nightly fireside storytime, plus much more!

BOOK NOW
Promo Code: GREEN

THERE'S NO TIME LIKE A GREAT WOLF TIME

NEW **ASK-A-MOM Panel**
Great Wolf Resort questions answered by Real Moms (& Dads) - Just like you!

Why **I LOVE** Great Wolf Lodge
Video Contest

ENTER HERE BEFORE August 31, 2009
VIEW SUBMITTED CONTEST VIDEOS ON

“Family Name” Version

- Revenue - \$63,070 (+28%)
- RGER - \$2.20 (+28%)

A/B Testing

- RGER variance was \$.48 (\$2.20 - \$1.72)
 - If email yields 10,000 emails received, that's a little less than \$5,000 in incremental revenue
 - But if your database yields 500,000 messages received, that generates \$240,000 in incremental revenue
-
- With scale, incremental gains become “real money”
 - Recommend pulsing strategy to optimize return

Collecting and Managing Data

- **Collection**

- The worth of an email address should never be undervalued
- A consumer has shown interest in your brand and raised their hand saying “yes, please tell me more”
 - Your responsibility is then to deliver relevant and motivating content
- From an ROI perspective, the email channel is tremendously efficient and effective

Collecting and Managing Data

● Collection

- Good idea to be as transparent as possible
 - Outline expectations regarding what they'll receive, and how often
- Emails – forward to a friend
- Social media – offer opt-in option in content updates
- SMS – urge text database members to also receive email
- Web site
 - Multiple, and/or consistent “sign up for email values” portion of web site architecture
- Other – 3rd parties (CVB's, trade shows, etc.)
- Offline advertising – SMS calls to action very prevalent recently

Collecting and Managing Data

- **Management**

- **Contact Strategy**

- Touch cadence begins from the moment they opt-in
- Overlay all direct efforts, as well as broadcast investments
- Use results data to optimize deployment dates and coordinate voice of brand

Collecting and Managing Data

- **Management**

- Data Hygiene

- Very much like parenting, it never ends
- Every capable touchpoint (e.g. call center, at check-in or in-park, online preference center, etc.) should attempt to validate and gather guest information
- Household data where applicable
- Dynamic Variables – proceed cautiously, if data isn't clean, Mr. James Stevens will get an email addressed to Mrs. Steven James
- Important to link and append all data sources in the company -> all data should feed to one central system
- Consider occasional “has your information changed?” message
- Preference center – allow consumers to tell you how and when they'd like to receive messages, and about what

- Opt Out

- It happens, but try to find out why

RICHARD S. JETT
Chief Marketing Officer
PARC Management

Why Mobile Marketing

- Personal Communication
- Relevant & Customized Messaging
- Rapid Response to Market Conditions
- Reduced Marketing Costs
- Ease of Integration to Other Channels

Mobile Marketing Facts

- More people now have a mobile phone than an Internet-connected PC in the United States and globally.
- There are more than 255 million mobile phone users in the U.S., roughly 85% of the U.S. population.
- On average, small banner ads on mobile devices produce the same level of brand recall as the typical 30-second TV spot.

Mobile Marketing Facts

- The number of monthly unique users of the mobile web increased 73% from May '06 (23.4 million) to May '08 (40.4 million).
- Text messages are read by 94% of their recipients.
- 50% of SMS users are aged 35+, and 75% are aged 25+.

Mobile Marketing Facts

- AT&T shattered its own record for text messaging during the 6th season of American Idol and recorded more than 78 million text messages, breaking the previous year's record of 64.5 million text messages.
- 61% of downloadable mobile application revenues come from repeat purchases.
- Almost two-thirds of 2,000 survey participants stated they would consider purchasing movie tickets, take-out food and travel tickets via a mobile phone.

Mobile Marketing Advantages

● Immediacy

create and to recipients

- Mobile campaigns are relatively easy to execute, with messages being delivered in a matter of seconds.

● Reach

is example, is not the case

- Delivery of SMS messages to mobile phones almost guaranteed, which, for example, is not the case with email.

● Mobility

mobile

- Customers will receive the messages on their devices anytime and anywhere.

Mobile Marketing

● Affordability

- The cost of sending SMS messages is very comparable to that of email broadcasting rates: on average you will pay around 6 cents to send each message. Prices drop as volumes increase.

● Effectiveness

- The average SMS response rate is 15%, versus 3.5% for traditional promotional methods such as direct mail.

● Personalization

- Text messages or personalized content is targeted to individuals who have opted to receive them.

Mobile Marketing

- **Cross-medium form of marketing**

to - The mobile channel is highly complementary
press, radio and TV advertising.

- **Viral communication**

marketing - The mobile technology encourages viral
of the messages with the built-in tools for forwarding
to the existing social networks.

Mobile Strategies

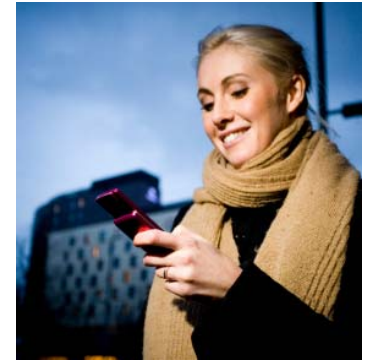
- **We utilized the strategies to:**
 - Generate revenue through mobile coupons
 - Spike sales during key times through a social/mobile push
 - Generate brand awareness with sweepstakes
 - Extend deadlines and offers

Revenue Mechanics



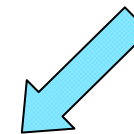
Step 1)

Person discovers park Special SMS Promo on billboard. Customer texts a keyword to short code.



Step 2)

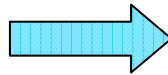
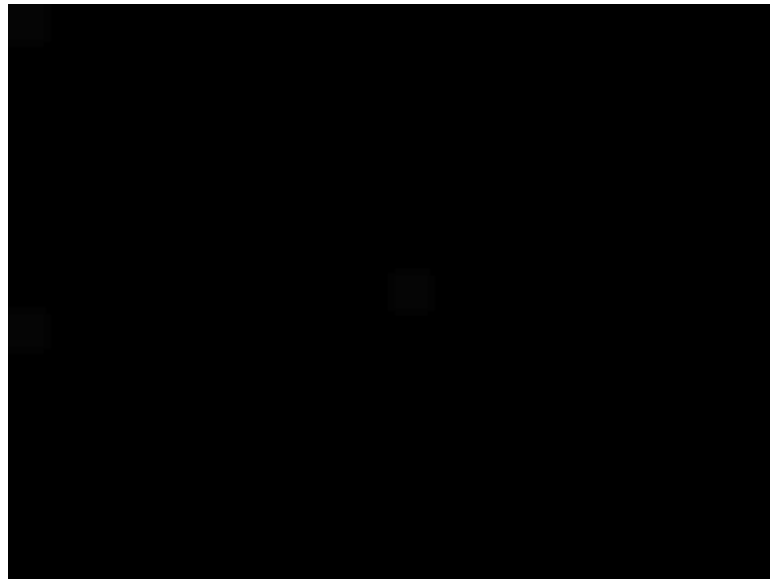
SMS is sent to server, the system responds by sending the following message to the customer:



Step 3)

Customer replies with keyword 'GO' to receive Future Alerts from park. A Mobile Database is being built that can be leveraged to save future advertising costs.

Sweepstakes Mechanics



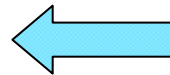
Step 1)

Person discovers park Special SMS Promo on air. Customer texts a keyword to short code.



Step 2)

SMS is sent to server, the system responds by sending the following message to the customer:



Step 3)

Customer replies with keyword 'GO' to receive Future Alerts from park. A Mobile Database is being built that can be leveraged to save future advertising costs.

Sweepstakes Mechanics

Step 4)

Person receives either winner or non-winner message.



Mobile Case Study

PROPERTY: Elitch Gardens Theme Park

CAMPAIGN: Initial Mobile Message Campaign

OFFER: Season Pass Extended Deadline

MESSAGE: Text EXTRA to 69302 to Save \$5

RESPONSE: “Elitch Gardens: Save \$5 when u show code...”

TIME FRAME: 2 Weeks

RESPONDANTS: 2,319

REDEMPTIONS: 404

REVENUE GENERATED: \$26,000

Mobile Marketing Implementation

- Approve plan strategy and budget
- Select vendor or build in-house application
- Acquire generic or unique short code
- Set up and test 2-way connectivity with all mobile carriers
- Approve plan logistics, content and tracking
- Train and provide marketing to parks' staff
- Launch program

Mobile Marketing Tools

- SMS Application or Provider
- Mobile Enabled WAP Website
- Email Marketing Application or Provider
- Analytical Toolsets
- Mobile Marketing Manager or Provider

Mobile Marketing Future

- Games
- Click to Call
- Click to Buy
- mCommerce
- Ticketing

Mobile Marketing Conclusion

- **Integrating Tools**
 - Internet, Mobile, Email – Create a seamless and integrated campaign
 - Leading one to another – build and support message while collecting additional information about your guest
- **Creating a Master Database**
 - Spend the time creating a proper database storage solution
 - Proper maintenance of data lists
 - Purging data and **BACKUP!**
- **Laws and Regulations**
 - Children’s Online Privacy Protection Act
 - The United States CAN-SPAM Act
 - Local and state regulations
 - **Privacy Policies!!!!!!!!!!!!**
 - www.ftc.gov