



ONE TREE
VOUCHER SOFTWARE



Email Marketing for Christmas gift voucher sales

HINTS AND TIPS

LOUISE CALLAN – MARKETING DIRECTOR

Outline



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

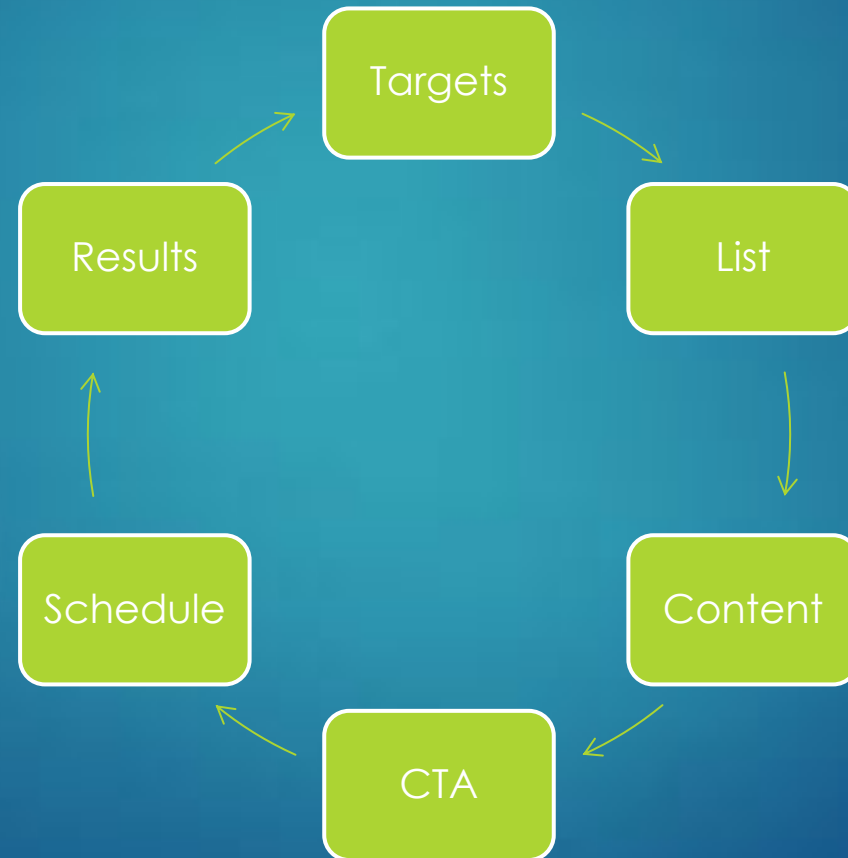


Why use email marketing?



- ▶ Control over where your message is sent
- ▶ Direct contact with prospects
- ▶ Cost effective (not free)
- ▶ Everyone has an email address
- ▶ Create an automated journey for guests to buy from your website
- ▶ Good to combine with social media campaigns
- ▶ Develops a relationship with clients

Circle of Communication



Targets

Collect email addresses

- ✓ At your venue
 - ✓ From your website
 - ✓ From One Tree
 - ✓ From booking software
1. Size matters
 2. 80/20 open rates are normal
 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

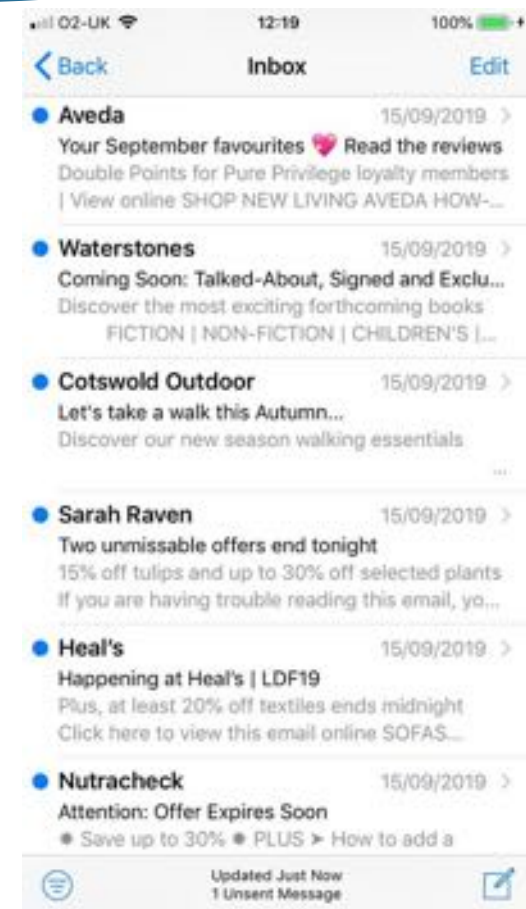
1. Subject lines / emojis
2. Preview text
3. Template layout
4. Content/words
5. Images



Subject Lines



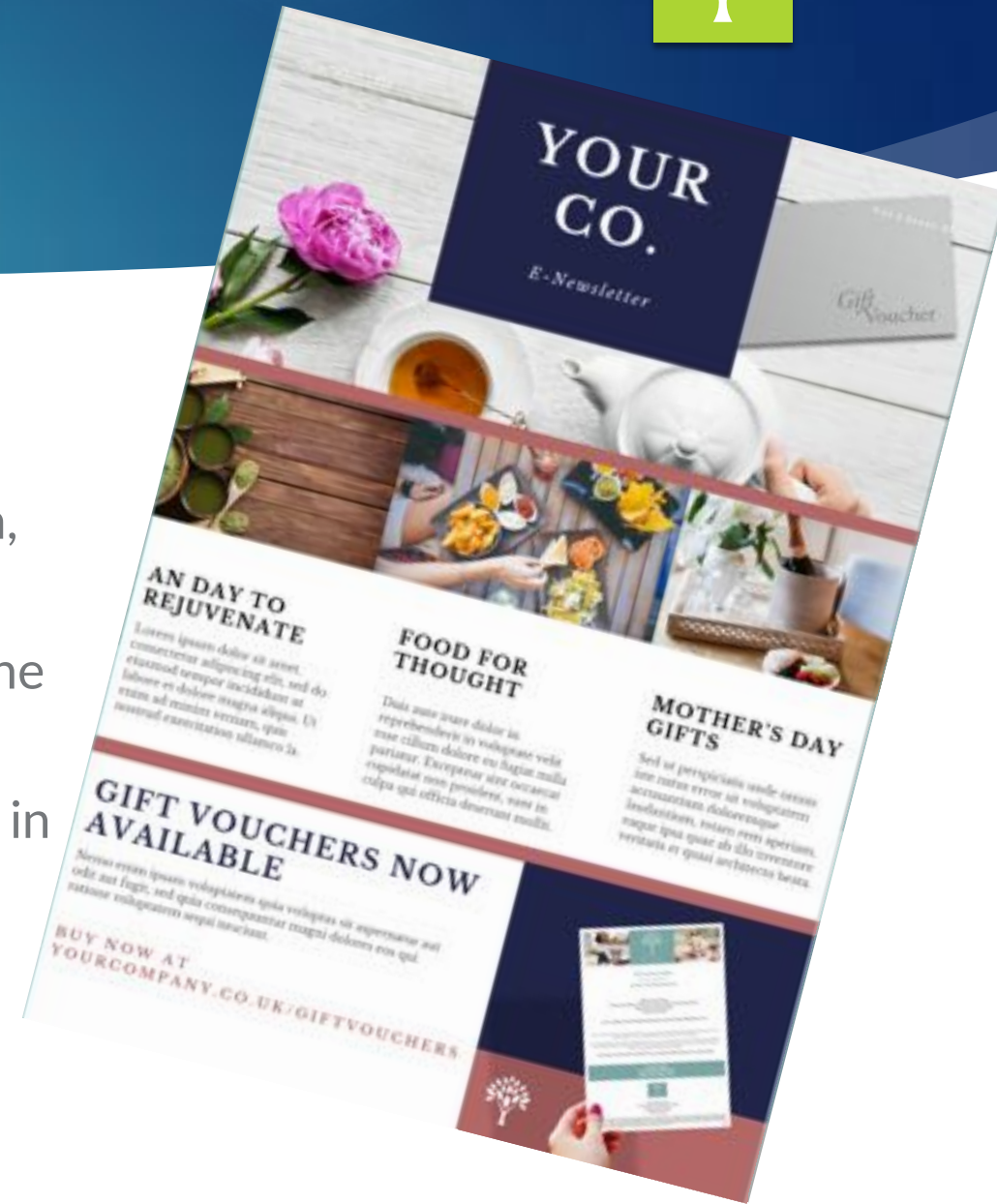
- ▶ The reason people will open your email
- ▶ Use all available characters. (Don't fill up preview text with information that doesn't help to sell your services. Compare examples on the right.)
- ▶ Say something worthwhile
- ▶ Use emojis to make the email stand out 😊
- ▶ Try changing subject lines when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



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



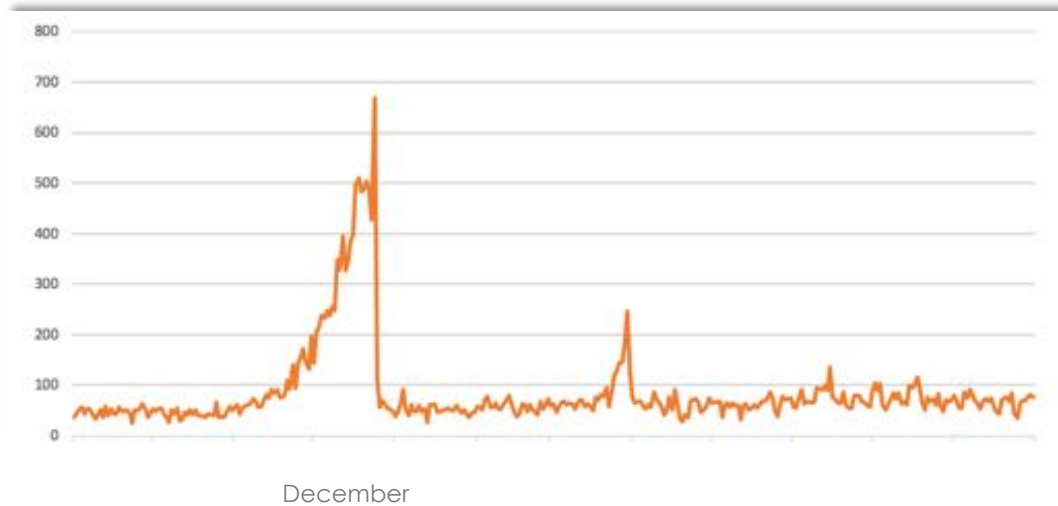
Calls to Action



- ▶ 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

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 of December.

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 emails 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:

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