Presented to
Scott Edkins

Presented on
JUNE 30, 2019

EMAIL MARKETING STORYBOARD

By Keith Sango

HEMINGWAYS HOTEL

Nairobi, Kenya

GOLF BEACH SAFARI
TRAVEL COMPANY

1.LANDING PAGE
Email Marketing

EMAIL SUBJECT

Spoil Yourself!

The subject is eye catching because it gives the impressioon of a give away or a special offer which will make the reciever very much interested in what we have to say. The subject does not feature elements which will alert the spam or cause the email to bounce back.

EMAIL MESSAGE

Hi Scott

Spoil yourself or your loved ones and explore Kenya under the African sun.

Stay at the stunning Hemingways Hotel and visit the intriguing local places in Nairobi, from exotic golf estates to the wildlife and fine dining you can explore it all at a discount price.

Our packages include all expenses from flights, accommodation, airport pick up and the daily exploration experiences!

I used a short and detailed message so that the reader is not easily bored or lose interest by giving too much information.

CALL-TO-ACTION

I used the elephant as it is part of the big 5 and stongly represents africa. The suttle image brings out the emphasis on "CLICK HERE" The call to action is a graphic click link leading to a landing page where more infomation would be given

LANDING PAGE
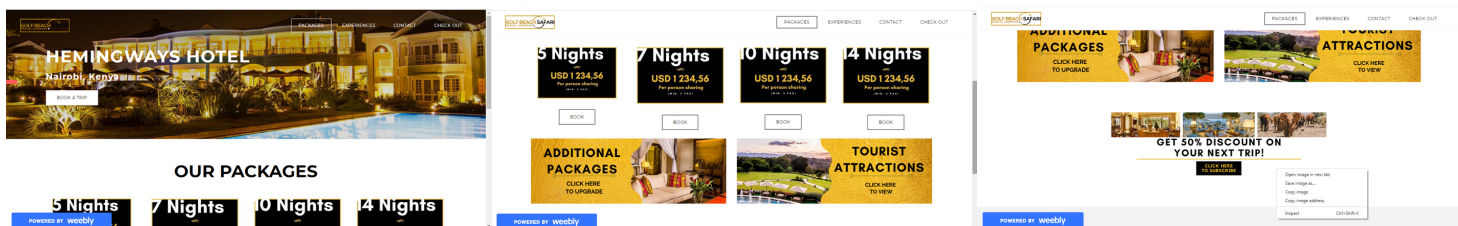
I designed a mock up landing page using weebly to give a full user experince. The landing page has limited words but gives options for packages for one to choose from which willl lead to a link with all necessary detail(link pages not available). The menu has an experiences tab when a person can click and get information on additional activities/local places or tourist attractions as well as add activities to their package. It also features a check out tab to process the booking.

 Alternatively there is a subscribe option for a person who is not interested in a package at the moment or at that price. If they select this they go to a fill in form tab where they can give specifics e.g first the click answer questions we can ask is if the person is planning on a trip soon or later in the future, budget range, activity or trip specifications. This will help still get the sale as we will tailor make a package within their means as well as have a more specific email marketing database as the form will have name and email fill in requirement.

2.FUNNEL SALES
Email Marketing

EMAIL SUBJECT

Greetings from Nairobi, Kenya

I chose this subject because it stands out. The thought of getting a greeting from Nairobi, Kenya will definitely get someone to open the email.

EMAIL MESSAGE

Hi Scott

We are pleased to tell you that the tourism industry is going to be opening up soon and we have a great offer for you.

A 30% off trip to Nairobi, Kenya for 7 nights at a discount price of USD 1234,56. This includes flights, accommodation, taxes and airport pickup.

Enjoy a luxurious getaway holiday at the Hemingways Hotel and explore the African beauty.

I used an informative approach in the message as this type of email is preferably targeted to potential or certain clients as it will directly lead them to a sales funnel page where they can right away start to process the booking. The information given is pricise and straight forward.

CALL-TO-ACTION

I used a graphic click link call to action which will lead to a sales funnel page. I used the image of the hotel to make sure the person remains interested as it is an aesthetic picture and the colour highlights the "CLICK HERE" very boldly

LANDING PAGE
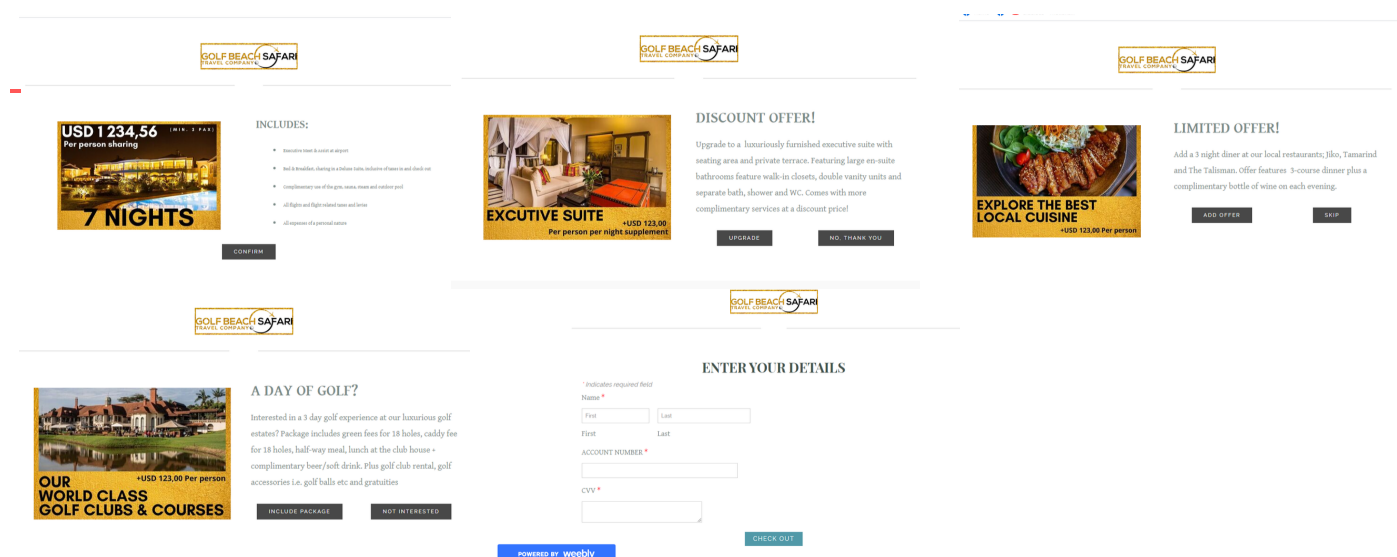
I designed a mock up funnel sales interlinking website. The first page is a conifirmation page of the package, the next is an upgrade package page, then a meal offer package and last a golf experience then a check out page. It features graphics to get the person interested and also gives necessary information on each package. The point is to try get the most out of the sale by upgrading the package without putting them off. The is a "No" option to give the user a good sense of customer service.

The End!

Looking forward to hearing from you.
-Keith Sango