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# CRUISE SUMMIT

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## Session 6A: Marketing Email

Sponsored By **Force24**<sup>TM</sup>

# CONNECTING TO THE MODERN TRAVELLER

NAME

Adam Oldfield

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ROLE

CEO + Founder of Force24

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EXPERIENCE

20 years in marketing

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A PASSION FOR

Leveling the playing field

MY DOOR IS ALWAYS OPEN

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About Adam

# What we're covering today...



**Personalisation and segmentation:** making your data sweat, ensuring the right message hits the right people.

Most marketers focus on  
the wrong form  
of **segmentation**.

# How we used to look at Segmentation

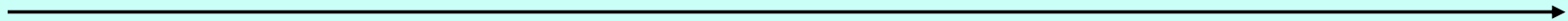
THE  
**Butcher**

THE  
**Baker**

THE  
**Candlestick  
Maker**

**Ironically called Vertical Segmentation**

SECTOR



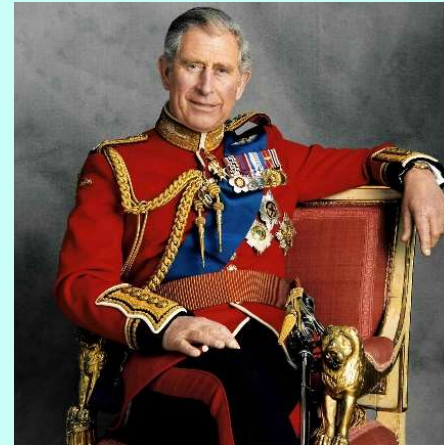
## Segmentation is more than this!

Force24™ |

Automation  
Masterclass



- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous



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## Segmentation is more than this!

Working in pairs, team up and think of what we would do to treat them differently



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# Let's take a glimpse into your customer base

Very Engaged



Engaged



Quite Engaged



Disengaged



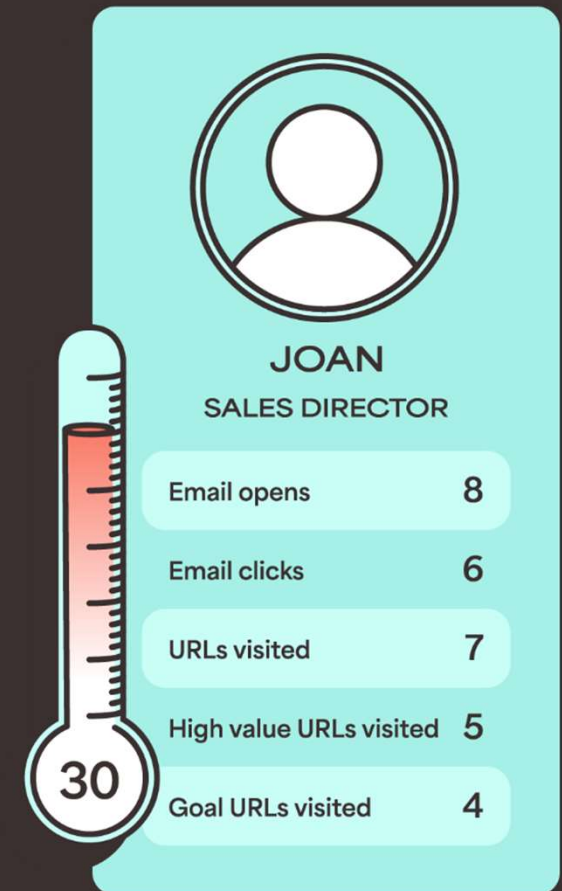
# So how do we know when someone is ready?

**Lead scoring** is the best way to do that!

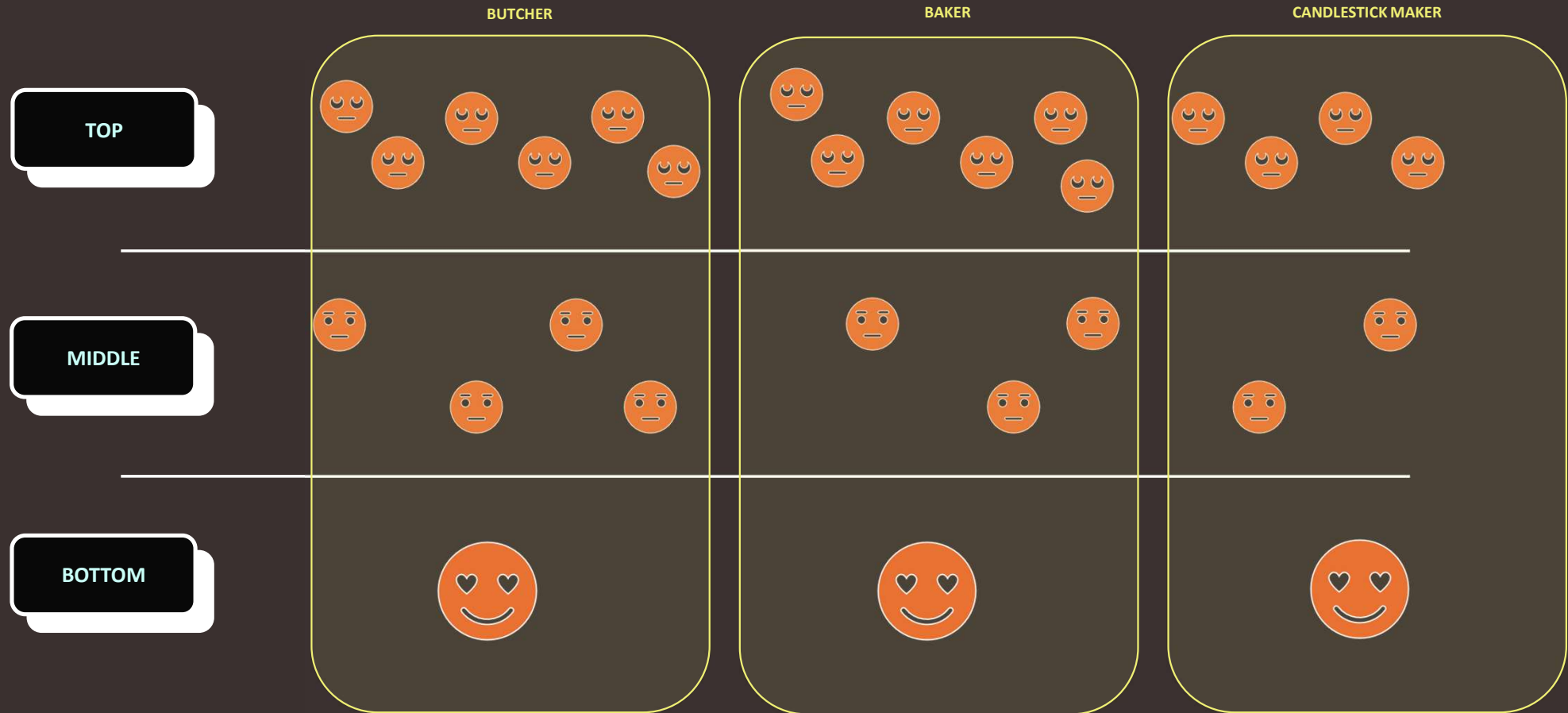
In this example, we'd let Peter continue along his path, while Joan is ready to move into the middle funnel (MOF).

### The 3 key components of lead scoring

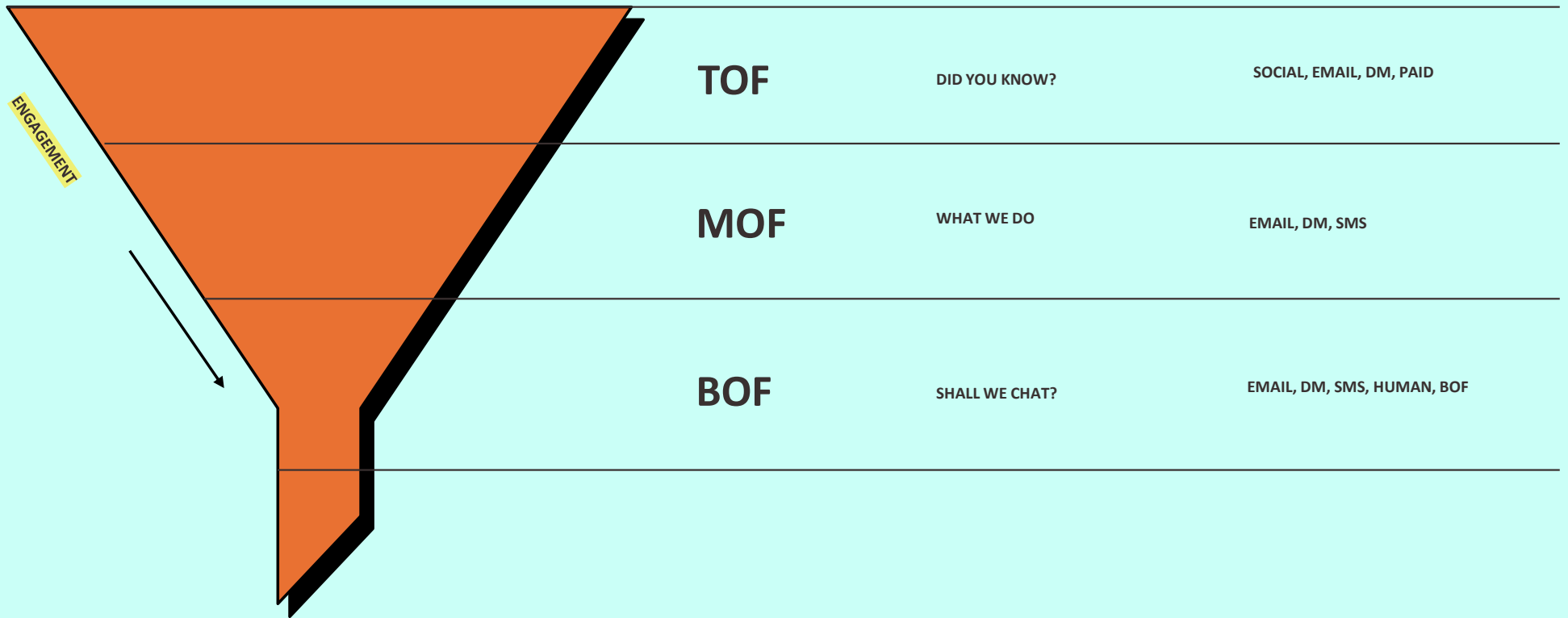
- The score
- The decay
- The thresholds of action



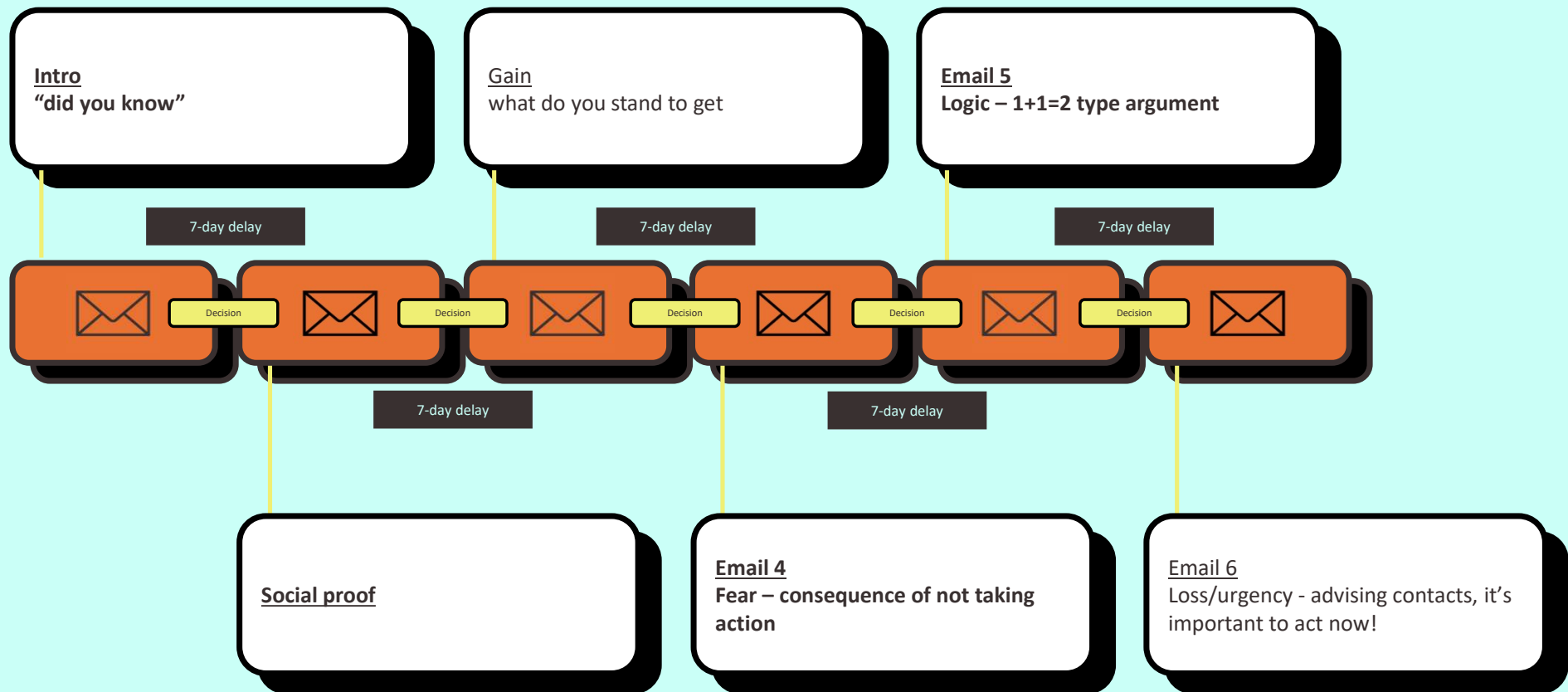
# Vertical segmentation.



# TOF/MOF/BOF



## Let's understand the rule of 6 and how its used



Deliver value and insight, in a clear, single minded succinct way.

TOF content strategies are designed to identify the pain point the contact can most connect with.

The only role of TOF campaigns is to move the contact to the MOF!

The image displays three email campaign templates for Force24 Marketing Automation, arranged horizontally. Each template features the Force24 logo and 'MARKETING AUTOMATION' in the top right corner.

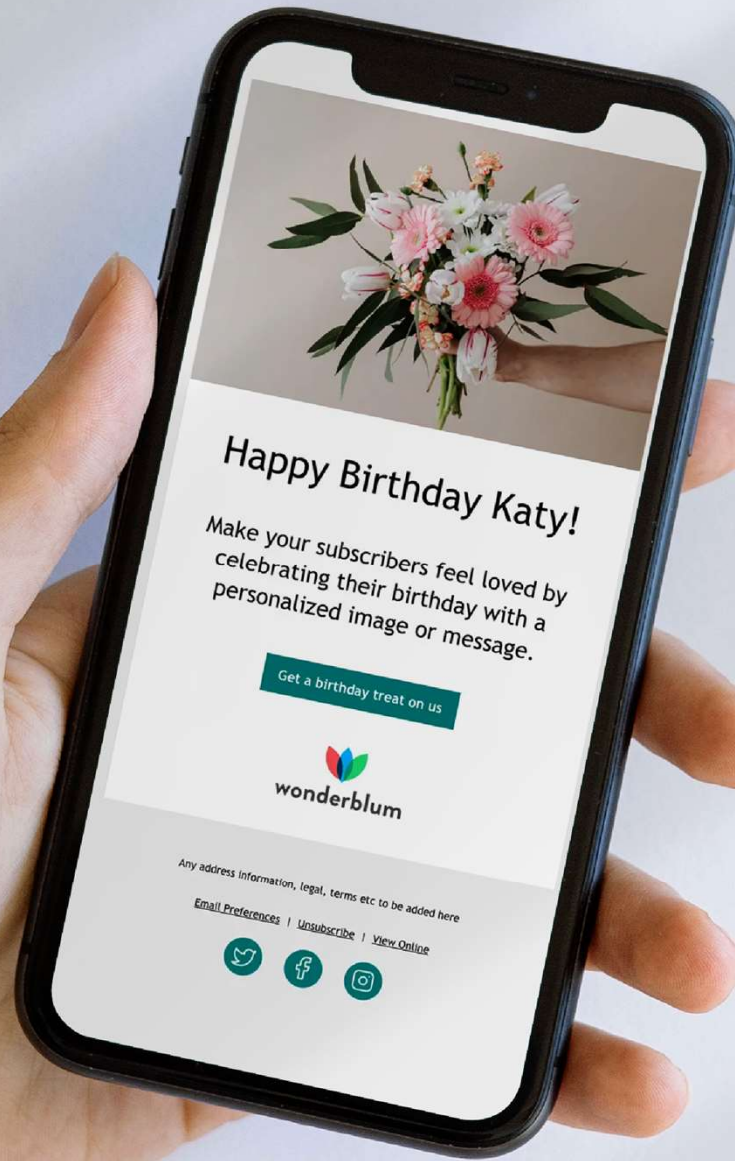
- Template 1 (Left):** Titled 'WHEN SHOULD YOU SEND YOUR EMAILS?' with the main headline 'The best time is actually the worst time!'. A sub-headline reads: 'While content creation is the holy grail of your digital marketing campaign, timing is everything. But when is the best time to send an email? We've got you covered...'. A 'Find out more' button is at the bottom. The visual shows a hand holding a silver stopwatch.
- Template 2 (Middle):** Titled 'A NEW VIDEO GUIDE' with the main headline '10 tips on email deliverability'. A sub-headline reads: 'In our latest video guide, Adam breaks down the golden layout for better inbox placement, a simple approach to data cleansing and much more...'. A 'Watch the video' button is at the bottom. The visual shows a laptop displaying a video of a man speaking.
- Template 3 (Right):** Titled 'Webinar | Wednesday 13th December | 11am' with the main headline 'Everything you need to know about Google & Yahoo's updates'. A sub-headline reads: 'Register now for our webinar, where we will help prepare your organisation for the most significant email updates since GDPR. We will take you through the crucial steps you need to take to remain in the inbox and out of the spam folder...'. A 'Register Here' button is at the bottom. The visual shows two men, Adam (CEO + FOUNDER) and Anthony (EMAIL DELIVERABILITY CONSULTANT), with their names and titles in green callouts.



Personalisation yesterday




# Automation yesterday




F24™



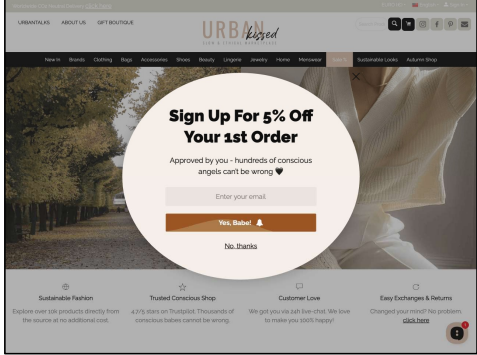
# Who is familiar with this model?



**Where your 1<sup>st</sup> party data is housed and segmented**



**Where your customers attention is focused**



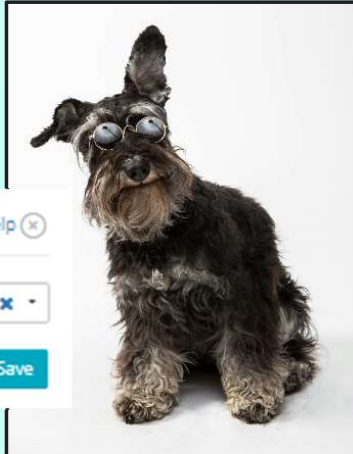
**Where you collect further insight and drive-up engagement**

# Implicit and Explicit segmentation

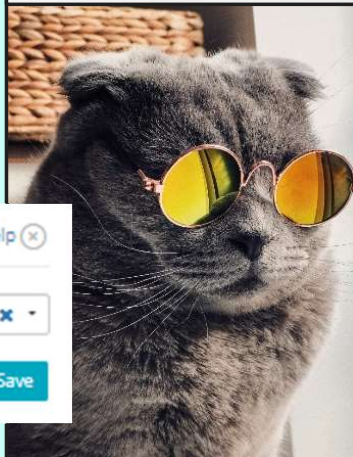
- **What's the difference?**
- **Where are they in the funnel?**

Here's a 'genius' idea...

Manage who can see this block Help



Manage who can see this block Help



Preview Content **Layout**

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Woof!

This one's for dog

Genius Block

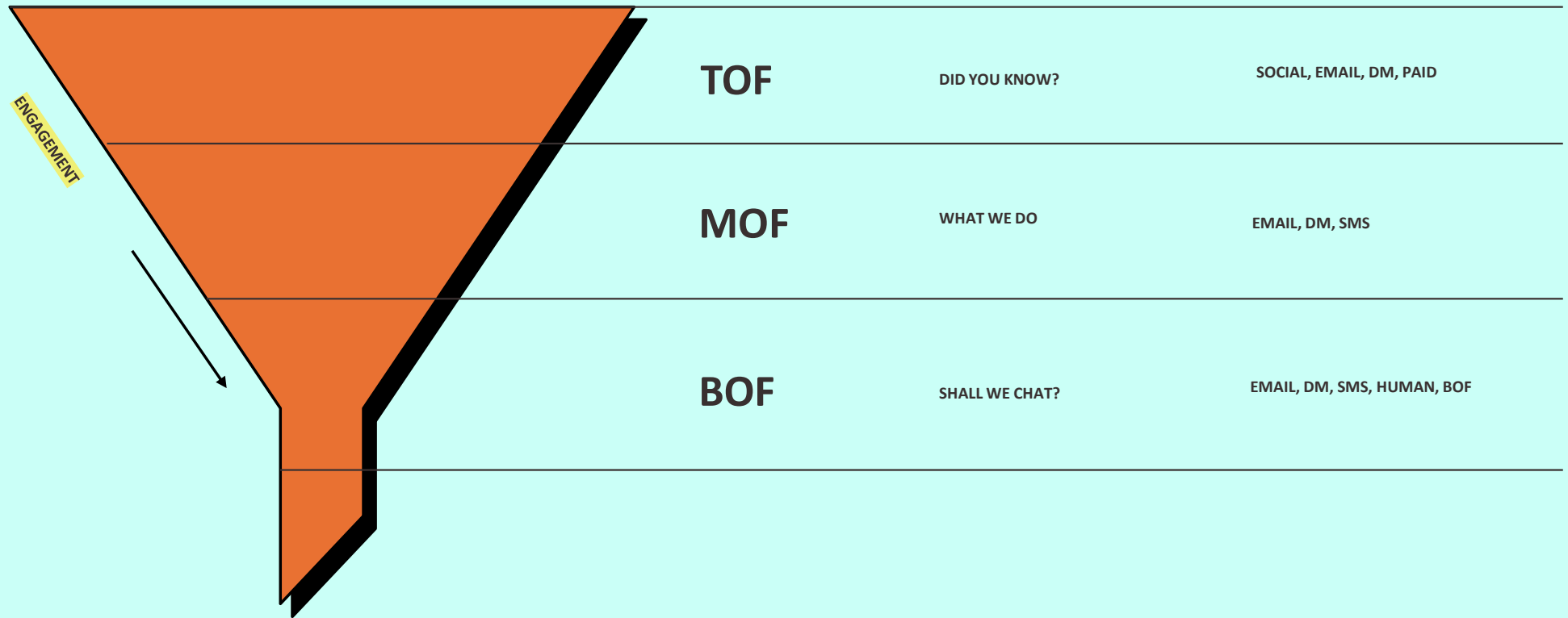
Find out more

Meow!

This one's for cat lovers...

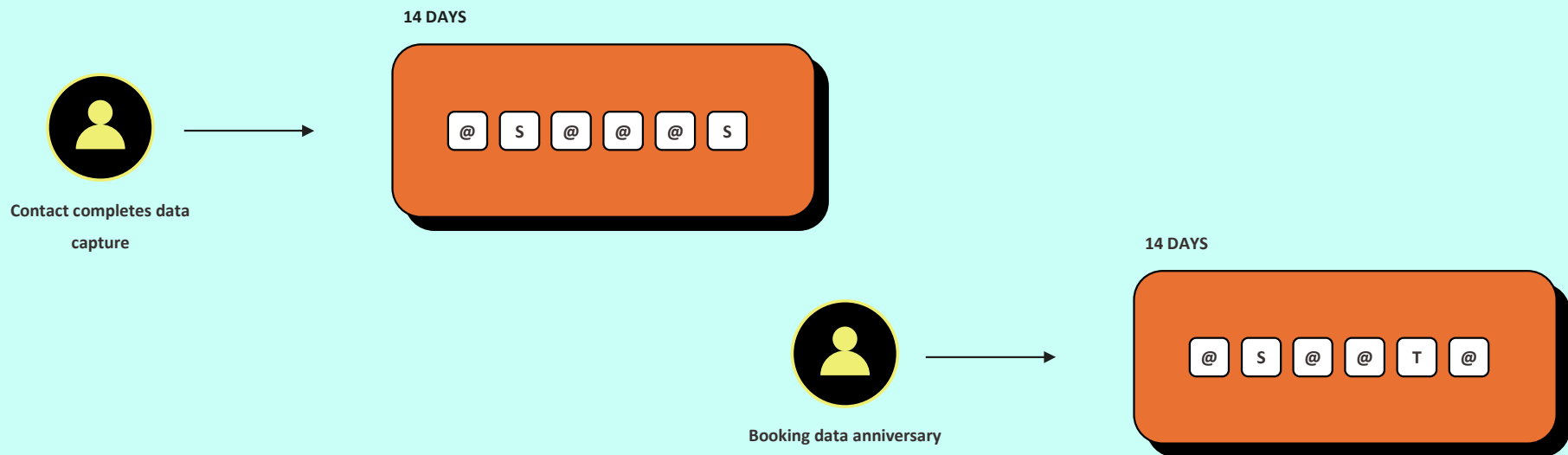
Find out more

# TOF/MOF/BOF

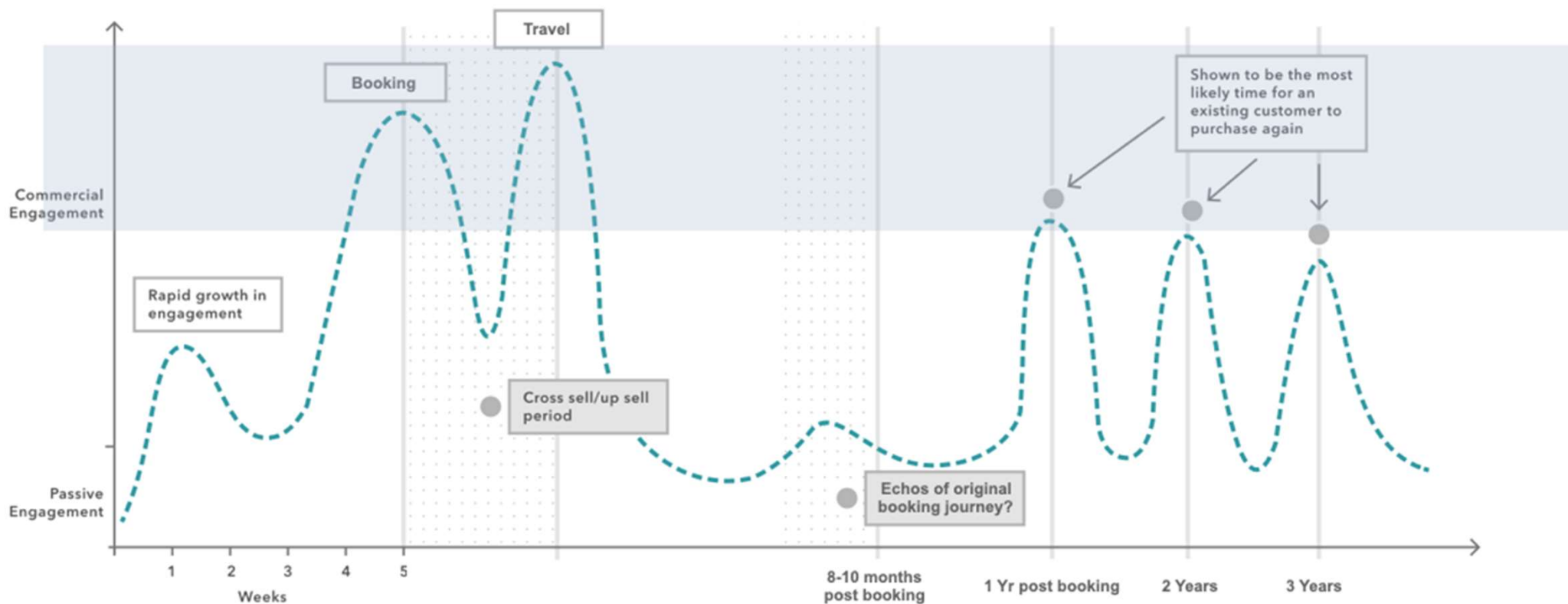


# Introducing the value sequence: V14

You have **14 days** to maximise your chances of a positive conversion. What you do in this time is critical! You should use all channels at your disposal to maximise the chances of a positive outcomes.



# Understanding engagement curves in travel



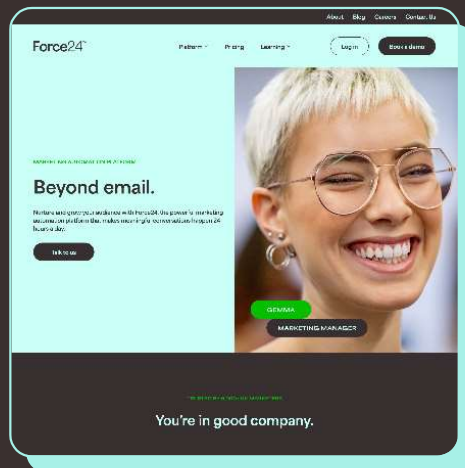
# How do you ask questions to your data?

- What data would you need to drive effective, better segmentation?
- What would you do with the enriched data if you had it

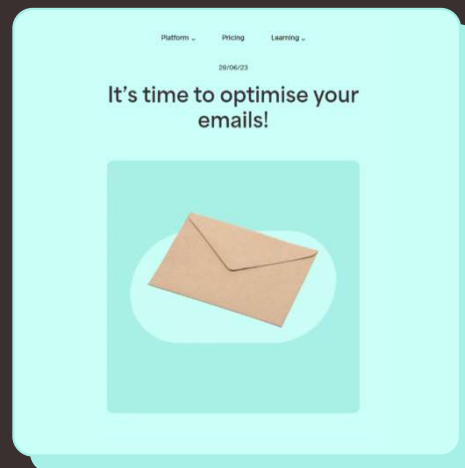


# Personalisation does not end there

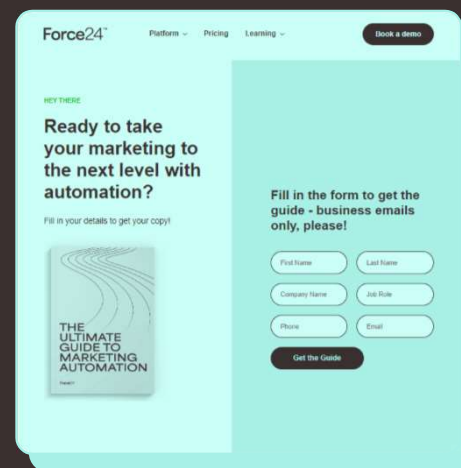
Email is pointless if you are not considering how you will convert the interest you generate!



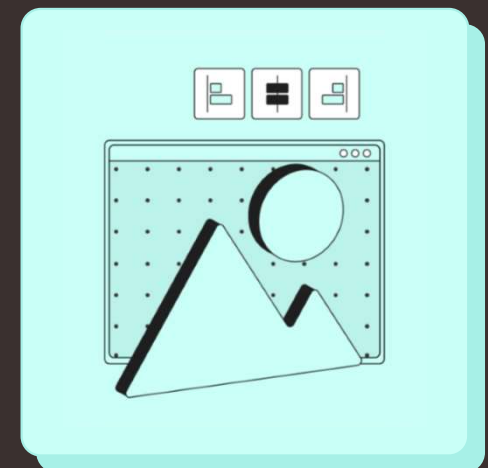
Website – we hope you can achieve a **2%** conversion rate from traffic on your website



Blog – usually converts at **10%** of the website conversion rate



Custom Landing Page – a well built landing page would hope to convert at **15%**



Custom DYNAMIC Landing Page – which adapts to the person and is focused on their next action can achieve in the region of **35%**