



DESTINATION INBOX: EMAIL MARKETING
WITH SANDRA MCLEMORE





WHY LIST BUILDING MATTERS SO MUCH

AN EMAIL SUBSCRIBER IS A VERY WARM LEAD

By giving you their name and email address, a subscriber is saying:

Yes, I have my eye on you.

I know what you do, what you sell, and a bit about who you are.

I like you and I'd like to hear more from you.

Please email me so that I can learn more about what piqued my interest.

They are one step closer to you and more likely to become a paying client.

DID YOU KNOW?



THE STATISTICS BELOW IS WHY EMAIL MARKETING HAS TO BE YOUR #1 TACTIC

- ONLY 4% of social media posts are seen by your followers.
- BUT.. 97-99% of your emails arrive in the inbox of your subscribers.

If you have a message to send out - which converts higher?
They both have a place in your marketing but emails are higher converting and more reliable.



THEY ARE ONLY ONE CLICK AWAY FROM ENGAGING WITH YOU

If you end your email with an invitation for people to ask you a question, all they have to do is click REPLY and you are then in a conversation with them. Conversation is great because it helps to build the "know, like and trust" factor. People only buy from those that they know, like and trust

YOU OWN IT NO GUESS

You are at the mercy of social media algorithms if posting is your only marketing tactic.

You have no way of contacting your followers other than hoping they will see your posts. But if you have their email address, you're good to go! It's easy to miss a post in your feed but less likely you'll miss an email.



A VERY TARGETED APPROACH

A big benefit of using a good email marketing platform is the ability to segment your subscribers and send them travel opportunities from your preferred suppliers.

EXAMPLE

Say you get an email from ALG VACATIONS, and they are on your list of focused suppliers. You can curate an email specifically for the people in your email list who would be a good fit for your opportunity.

You may send that email to your entire list or perhaps only to part of it.

EXAMPLE

Romance travel experts might have a list of engaged couples and already married couples with children. The couples with children would receive an email about "taking a child-free vacation,". In contrast, the other couples would receive a variation to that email focused on either having a wedding or taking their honeymoon onboard.

EMAIL MARKETING IS YOUR HIGHEST CONVERTING TACTIC



When you send an email, the delivery rate is on average 97%.
A good email open rate can be as high as 60%.
A good click through rate as high as 15%.

Stop worrying about how many likes or comments you get on social media and instead shift your focus.

FOCUS ON CONVERTING FOLLOWERS TO EMAIL SUBSCRIBERS.

If they give you their email address... they want you to email them. They are your warmest leads.

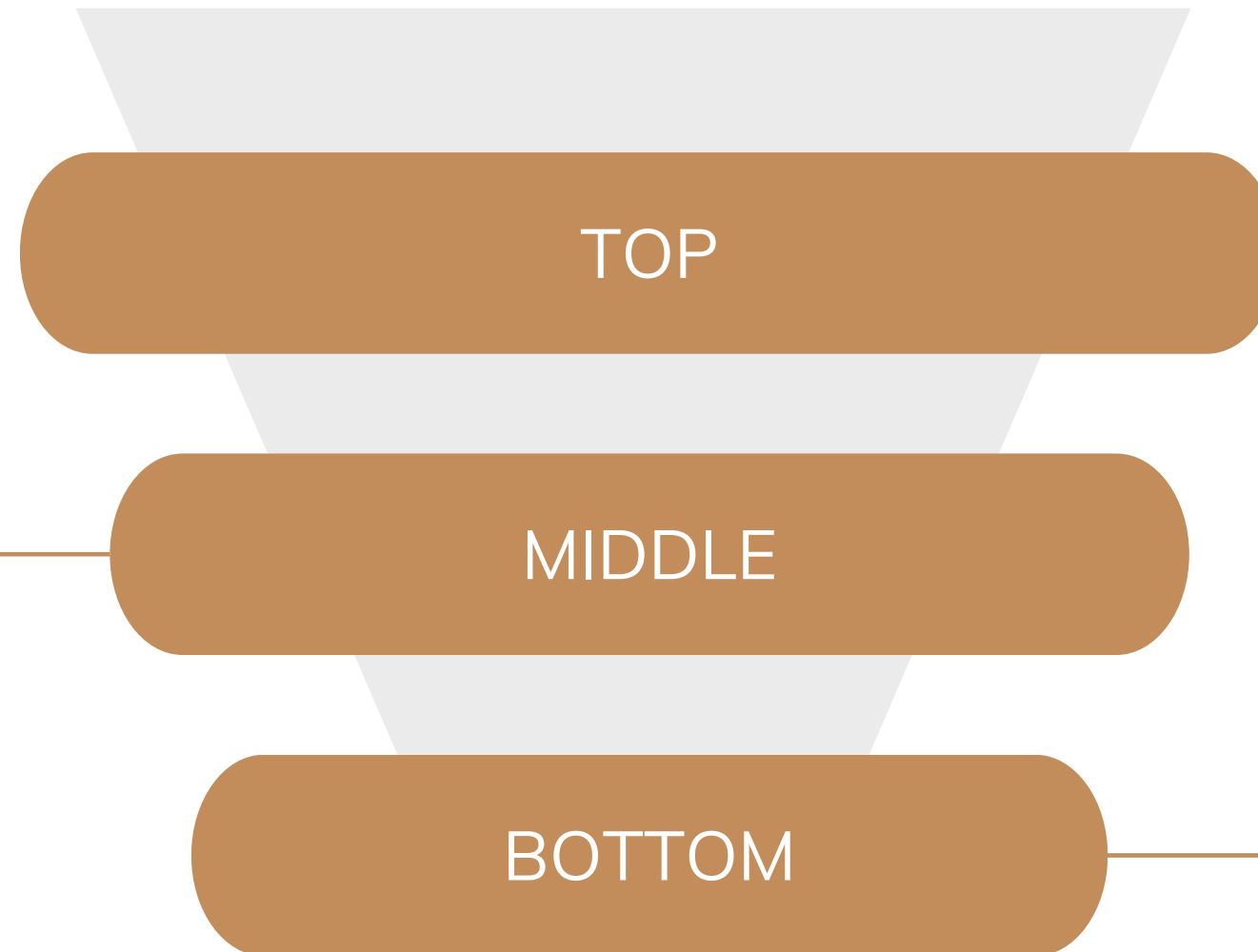
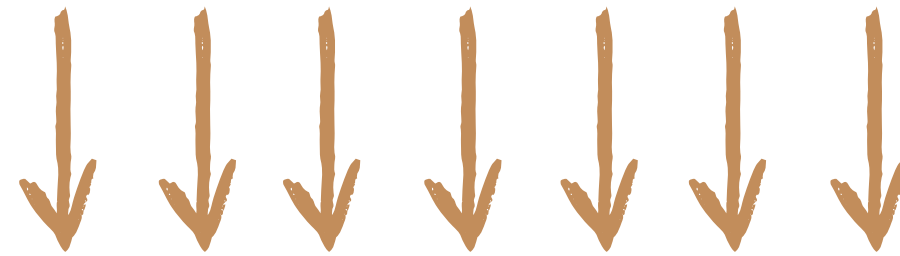


UNDERSTAND THE FUNNEL YOU NEED TO CREATE



UNDERSTAND THE PROCESS YOU NEED TO CREATE

YOUR TRAVEL BUSINESS MARKETING FUNNEL



Show off expertise & authority- this is where people decide if they will give you their money.

We have a full strategy for you to follow. It works. It works for us and it works for every travel advisors.

Turn strangers into subscribers with a strong lead magnet. Promote that lead magnet everywhere your ideal client will see it.

Turn subscribers into paying clients when you share travel opportunities from your favorite suppliers by email with them.



UNDERSTAND THE PROCESS YOU NEED TO CREATE

Subject line

Welcome to McLemore Luxury Travel



Edit preview text

Published

Send this email

Template



After 1 day

Text only

Change



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Link icon

Text alignment icons

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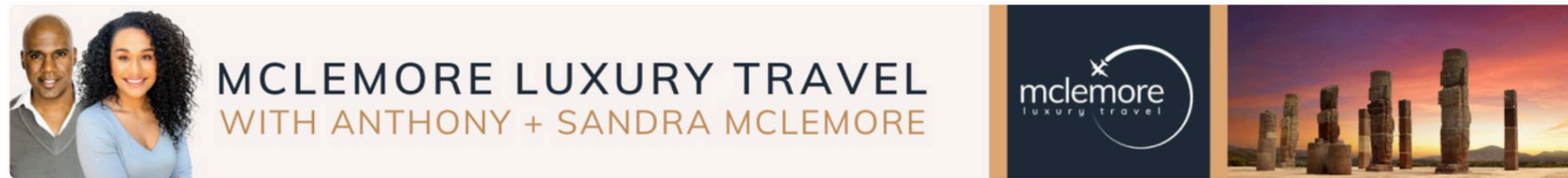
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Preview email



Hey there {{ subscriber.first_name }}

I hope your week is going well!

You're here because you either just downloaded some great travel resources from us, or you have found us in our little corner of the internet making travel dreams come true.

At McLemore Luxury Travel, we help culturally curious luxury travelers explore new parts of the globe on our hosted trips.

From the rivers and oceans, to incredible land journeys, we welcome travelers who love luxury accommodation, unique and authentic experiences, and of course, great company!

Whether you are traveling alone or have a plus one (or group) of travelers to join us, we'd love to see you on one of our upcoming trips.

Publish

Emails

Styles

Welcome to McLemore Lux...

1 day

DRAFT

Niche email #1

7 days

DRAFT

Niche email #2

7 days

DRAFT

From Emerald Jungle...

7 days

DRAFT

Why Los Cabos Should ...

1 day

DRAFT

Visiting Cairo? Here Are...

1 day

DRAFT

5 Reasons South Africa...

1 day

DRAFT

Top 10 Things to Do in ...

1 day

DRAFT

Add Email

Subject line

🇨🇴🌴🌴 From Emerald Jungles to Vibrant Cities: Why Colombia Deserves a Spot on Your Travel Bucket List

Edit preview text

Published



Send this email

After 7 days

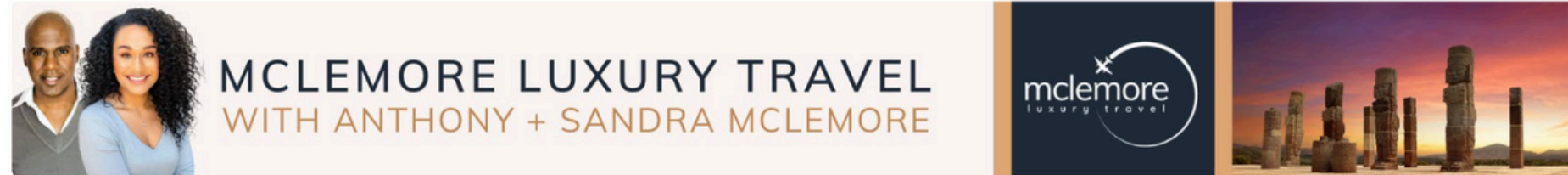
Template

Text only

Change



Preview email



Hey there {{ subscriber.first_name }}

Imagine a land where vibrant culture dances harmoniously with awe-inspiring natural wonders, where history whispers tales of a rich and storied past, and where authenticity and admiration for the environment are revered.

Welcome to Colombia, a land that beckons to the intrepid traveler seeking immersive experiences that transcend the ordinary.

In this vibrant South American gem, the treasures of Cartagena, Bogotá, and the Cocora Valley await, promising a journey of discovery, cultural immersion, and breathtaking beauty.

From Emerald Jungles to Vibrant Cities: Why Colombia Deserves a Spot on Your Travel Bucket List

Enjoy this quick 3-minute read and decide if Colombia wins a place on your travel bucket list.

LEARN MORE



Emails

Styles

Welcome to McMomore Lu... 1 day DRAFT

Niche email #1 7 days DRAFT

Niche email #2 7 days DRAFT

From Emerald Jungle... 7 days DRAFT

Why Los Cabos Should ... 1 day DRAFT

Visiting Cairo? Here Ar... 1 day DRAFT

5 Reasons South Afric... 1 day DRAFT

Top 10 Things to Do in... 1 day DRAFT

Experiences You Won't ... 1 day DRAFT

8 Food Lover Tips For V... 1 day DRAFT



FOLLOW

THE BLUEPRINT

Let's walk through what it would look like to setup email marketing as a consistent tactic in your business...

EMAIL LIST BUILDING AN ACTION PLAN

1. Create your lead magnet. If you don't have one start with a simple opt-in form to join your email list.
 - a. If you are going to use a lead magnet, test it with your ICA
 - b. Email your lead magnet to your existing list and watch the analytics
 - c. Create an opt-in form in form for your lead magnet your email marketing platform
 - d. Create a page on your website promoting your lead magnet
 - e. Create a hidden page on your website to deliver your lead magnet (PDF) or give quiz results
 - f. Create a segment in your email marketing platform with the title of your lead magnet
2. Write and layout a welcome email for people who sign up for your opt-in form. This email will have a link to your hidden website page
3. Ensure that new leads are entered into a workflow where they will receive emails from you every single week
4. Develop a comprehensive plan of where you will promote your lead magnet or opt-in form
5. Watch your opt-in numbers and ensure that it improves every month.





THE EMAIL MARKETING EXPERIENCE

GET IT DONE SET UP IN ONE DAY!
A choice of Tue Dec 4 or Sat Dec 14



QUESTIONS

QUESTIONS?

