Using Email to Build Your Relationship with Guests

BEFORE, DURING & AFTER THEIR VACATION



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In the rapidly changing landscape of the vacation rental industry,

building and maintaining trust with guests is your biggest priority.

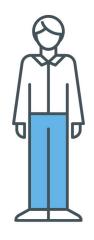


Email Marketing

connects you with travelers during all phases of their journey: from initially dreaming of and planning for a vacation to dreaming of booking *again* at their new favorite destination.

Let's take a look at a typical vacationing family.

Meet our vacationers



DAD

A supervisor who hasn't taken time off from his high-stress job for a family vacation in two years.



MOM

Keeper of the family budget.
Money conscious and concerned about safety.



DAUGHTER

A teenager and student athlete with high energy. Always looking for something active to do.



SON

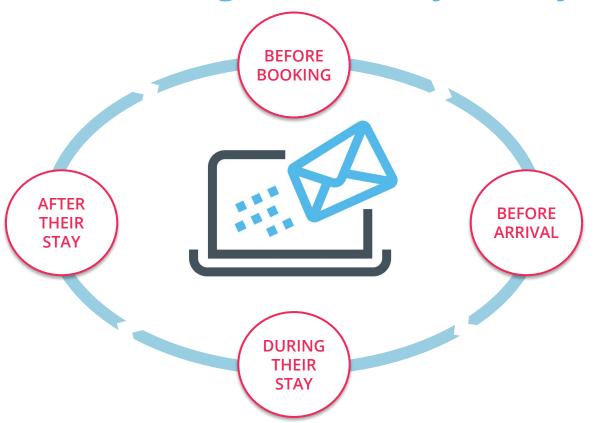
A quiet pre-teen who plays a lot of video games.



GRANDMA

A typical grandparent who loves to spoil her family. In recent years has limited mobility.

We'll be following our vacationers through the four stages of their journey.





Make it simple for vacationers to find, decide on, and book their vacation rental.

- Email Signup
- Booking Abandonment
 - Specials





Make it easy for website visitors to sign up to receive emails from you

Using pop-ups allows website visitors to easily opt in to receive emails from you.







Send booking abandonment emails



Dear Eric,

Looks like you forgot to complete your reservation for <u>Summer Winds</u> Don't worry, we've saved your information and your OBX vacation is just a few clicks away.

Your requested dates of Saturday, July 2, 2016 - Saturday, July 9, 2016 are still available! We wanted to let you know there has been other interest in <u>Summer Winds</u> so hurry and secure your OBX rental before it's gone.

Our knowledgeable vacation specialists are always ready to assist so give us a call at (855) 966-8365 or let us know when we can call you.

What are you waiting for? The beach is calling.





Summer Winds

Saturday, July 2, 2016 -Saturday, July 9, 2016 is still available!



Keep vacationers informed about specials









Keep vacationers engaged and excited about planning their upcoming trip.

- Booking Confirmation
- Travel Insurance and Cancellation Policies
 - FAQs, Add-Ons, and Experiences





Send a booking confirmation email



Thank You for Your Reservation

Dear Valued Guest.

Thank you for reserving your upcoming Breckenridge vacation with us! Your online booking request has been received and your dates have been reserved at Our Luxury Vacation Home. Our Reservations Team will review and process your reservation within 24 hours at which time you'll receive an official booking & payment confirmation with your unique reservation number.

If you have not already done so, we highly recommend you protect your purchase with <u>Travel Insurance</u>.





Provide information regarding travel insurance and cancellation policies

















Provide FAQs, add-ons, and experiences



Planning Made Easy

We're so looking forward to having you with us! While you're preparing for your trip, please exploi suggestions on things to do in the area and let us help you book a tour or service.



Have questions about your upcoming stay? We may have already answered them! FAQ's »



There are a variety of things to do in the area for the whole family! Explore our favorite things to do »

Things to Do



package options or add-on upgrades! More information



Greybeard Guest Services

Please visit our website to learn more about Greybeard's Guest Services.

We offer a varied array of packages and add-ons including:

- Biltmore Tickets at a discounted rate
- · Zip Line Tours and White Water Rafting Excursions
- · Romantic Getaway Packages
- · and many more! (view all)

If you are interested in purchasing a package or tickets, or would simply like more information on area attractions and activities, please contact Liz Johnson, our Guest Services Coordinator.

Email: liz@greybeardrentals.com Direct phone line: 1-866-344-9748

VIEW GUEST SERVICES PACKAGES

Start Planning Your Trip

The winter season not only boasts spectacular ski conditions, but an array of activities, festivals and ski/snowboard competitions. Breckenridge will be a destination you and your family or friends will want to return to year after year!

EXPLORE BRECKENRIDGE

Paragon Recommended Services













Grocery Delivery | Concierge | Private Chef









Make sure vacationers have all they need for a worry-free stay; provide opportunities for sharing their experience.

- Provide Necessary Information for Their Rental
 - Provide Contact / Emergency Information
 - Encourage Engagement on Other Channels





Provide necessary information for accessing the rental AND emergency/after hours contact information





Your Hilton Head Vacation Is Almost Here!

Dear Valued Guest,

Thank you for renting through Vacation Homes of Hilton Head, we look forward to having you as our guest! Please take a moment to review the <u>arrival information</u> below and <u>contact</u> us with any questions; we are available at (843):715-2208.

We hope that you enjoy your stay and that you will come back again soon!

Sincerely,

Your Vacation Homes of Hilton Head Team

RESERVATION INFORMATION

Reservation Name: Jinnie Tempin

Property: Best Beach House EVER!

Arrival Date: March 27, 2020

4:00 pm

Departure Date: March 31, 2020

10:00 am (Unless Late Check-Out was



Arrival Information

For your convenience, all of our properties are equipped with keyless entry locks, so **you will not need to pick up any keys from our office**. Your check-in at is digital via our mobile app. So that we can properly prepare the home for you, we ask that you do not attempt to enter the property or use any of the amenities until **check-in time (4:00 pm)**. Other important arrival information can be found in our <u>free mobile app</u> which you should have already downloaded.

To make a service call at your property, please text us at (843) 868-5515 or call us during normal business hours at (843) 715-2208. If your issue is a true emergency and after-hours, please text (843) 868-5515 or call (800) 374-6236 if you do not have text messaging. If your issue is not an emergency, we will return your call the next business day.

MORE INFORMATION

Download Our Mobile App for Specific Property Information



You should have received an invitation to download our free <u>Vacation Homes of Hilton Head</u> app. This app contains all of the information that you will need before, during, and after your stay, including <u>directions to</u>, property tips, and area information including restaurants, things to do, and more!











Encourage engagement on other channels

Hobbs Realty Summer Photo Contest Update

We're thrilled with the many beautiful, funny, and profound photo submissions pouring in to our <u>Summer Photo</u>

<u>Contest</u>. **Thank you to everyone who has submitted a photo!**

June 11 Winner
Instagram User @adriennegresh



June 18 Winner
Amanda Scroggin



June 26 Winner
Theresa Hamrick



In Case You Missed It

All summer long, submit your favorite memories of Holden Beach or Hobbs Realty properties via <u>Facebook</u> or <u>Instagram</u> using <u>#MyHobbsVacation</u> or <u>#Hobbsessed</u>! Or submit your photos via email: <u>smiles@hobbsrealty.com</u>.

Every Monday this summer we are selecting a weekly winner to receive fun Hobbs Realty swag.

On September 4th we'll select a Grand Prize winner for a long weekend at Holden Beach.

Submit Your Photos Today

View Recent Submissions





Give vacationers the chance to rate their experience and inspire them to book another vacation.

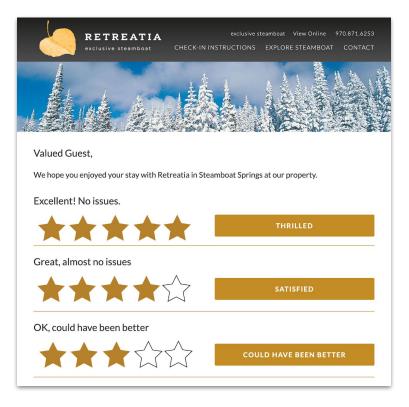
- Thank You Message with Opportunity to Provide Feedback
 - Collect Legitimate OTA Guest Emails
 - Booking Anniversary Email with Incentive/Offer





Thank you email with the opportunity to provide feedback







Collect legitimate emails (if vacationers booked through an OTA)

Your LAST CHANCE To Keep In Touch!

Your Airbnb temporary email address is *about to expire!* It's the only way we've been able to keep in touch throughout your stay, and we'd love it if you'd update your email address so we can get you all the deals for your next stay in! This is your **last chance** to update your email address, so please take the time to do it now!

UPDATE YOUR INFORMATION



Book your next trip directly from us!

We love saving our guests money, and we want to make sure you know you can book the same property next time with an added touch of personal service and help straight from us! Book your next trip on sextantstays.com and save some money to add a new experience to your next Miami adventure!

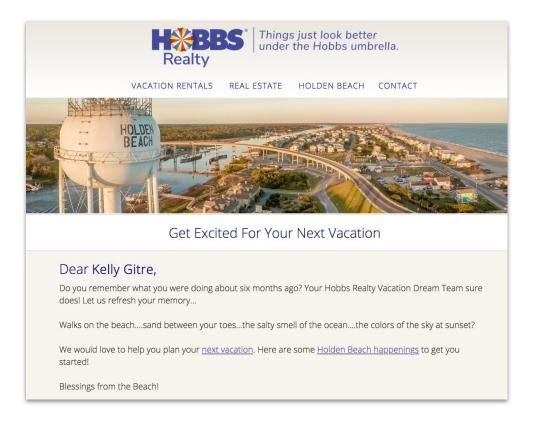


BOOK DIRECT





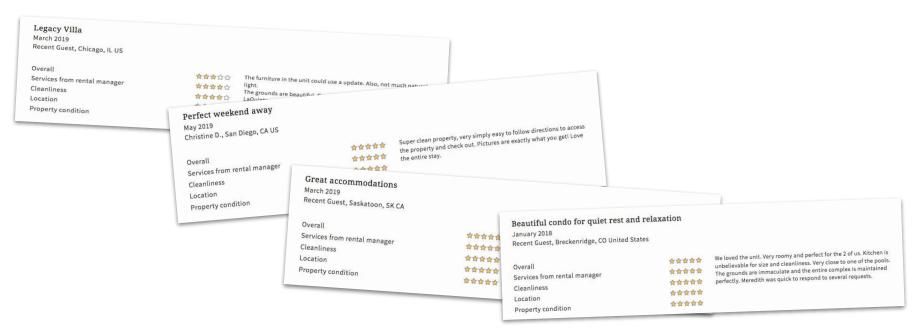
Send a booking anniversary email With an incentive or offer





How will you know if your email strategy worked?

Reviews hold the answer.



You'll see fewer of these reviews ...



Family Vacation RUINED!

December 2020 Recent Guest, Chicago, IL, US

Our family hasn't taken a vacation together in years, so we were excited to spend a week together at the beach for some much needed family bonding time. The problems we had booking should have been a red flag of what was to come! After several rounds of discussion with our family, we finally found a house that looked like it had something for everyone and booked it. We never received a confirmation email from the management company, and when I called to make sure my reservation had actually gone through, I got put on hold for 20 minutes, and the woman I spoke to on the phone sounded irritated that I had called. Fast forward to when we arrived - we left after work and drove to the management office. We hit some traffic and ended up arriving 20 minutes after the office had closed, and we had no idea where to go or how to get into the home we'd rented. We ended up finding an after hours phone number buried on the company's website and had to wait an hour for someone to meet us at the office to give us keys and check in instructions. The next day, we noticed that the air conditioner was leaking (we hadn't noticed when we arrived since it was dark), and my 80 year old mother slipped on the puddle from the dripping. I was horrified! We called the management company, and someone came and put towels down and told us to walk around it because they didn't have a maintenance person on call that day. On top of all that, we weren't informed about trash collection, so we didn't know when to put the bins out, and with the record heat, we could barely get out of the house on the last day without holding our breath because of the stench. DO NOT STAY WITH THIS COMPANY! We'll be finding someone more professional to stay with next time we come back.

... and more of these reviews.



Wonderful Memories for Our Family

December 2020 Recent Guest, Chicago, IL, US

The rental company was amazing! The house was spectacular, and even though we had a minor issue with a leaky air conditioner, we had a fantastic family vacation. I'd definitely recommend staying with these folks!



Who Is Bluetent?

Bluetent is a digital agency with 17 years of experience serving the vacation rental industry. Our team of 90+ experts are dedicated to our clients: we help vacation rental brands – of all sizes – develop well-rounded digital presences through direct booking websites, channel management, email, and digital marketing.



Why Bluetent?

Technology · Strategy · Implementation · Success

Our expert teams are here to execute clients' goals from start to finish.





THANK YOU

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