



Growth hacking campaign. Get bookings fast. Make efforts count.

Follow up-to VTIC Masterclass workshops: Next 90 days. December 2021

We are on a never-ending roller coaster, something in common to all operators and destinations right now.

Your peak travel periods might be fully booked, and then you might have significantly few confirmed bookings for low and shoulder seasons. The landscape is uncertain for us in the travel and tourism industry, and it will be for a long time with the pandemic and climate-related weather disasters on the rise. **So we are faced with the challenging task of growing during a period of chaos and disruption.**

It's time to put your 'growth hacker' hat on and think like a start-up. Growth hackers at a start-up company typically have little time and a tiny marketing budget. Sounds like you? Growth hackers work fast, and they work on evidence-based decision making. If a strategy is not working, shut it down and move on.

Notably, growth hackers do not spend any time or money on marketing tactics where the success or failure of that time or money cannot be directly attributed to sales or growth.

This growth hacking campaign is all about proactively harnessing the sale and measuring the success of our money and time spent. In this strategy we:

1. Create a sales email sequence to your database.
2. Send the emails out
3. Analyse the success of each email
4. Recognising hot leads from your campaign
5. Call and contact them personally to try to get a booking

You create an outbound marketing and sales strategy targeting those interested in your emails.

It is simple. It also involves commitment and self-discipline.

Most of all, it involves action.



Step 1. Craft your email sequence and send

Sometimes trying to come up with content for your emails or newsletter seems like a drag. However, sending a regular email newsletter or correspondence is one of the most undervalued marketing tactics today.

Research shows that email marketing is far more successful than social media, so it makes sense to spend your time here. We can also directly measure each email's success, including who opened your email and how many times.

You are communicating with your database of customers or would-be customers. These people have agreed to hear from you; they WANT to hear from you. And in sales terms, they are considered warm prospects.

The following campaign template will best succeed used in conjunction with the call scripts provided (at the end of this document).

Don't be alarmed that the emails don't always talk about your product, service, tour or accommodation. The goal is to position you as an expert and authority in the destination.

They will come and book with you naturally as a result. Thus, we are **marketing by educating** – another growth hack.

They may not book immediately but perhaps down the track, so it is important to keep sending emails to remind them you exist – they may not open them, but they see your name every time you send an email out.

I have included a list of content ideas for your emails moving forward. Refer to the 'content crushers' document.

They will unsubscribe if it is too much, resulting in a clean list of interested and warm prospects.

Send the emails in this campaign three days apart and analyse them each day you send them. Call the HOT leads as soon as you can.

How to send the emails

If you use [Mailchimp](#) or any other popular email service provider, this email campaign is straightforward to set up on autopilot via what is known as an autoresponder series. You can do this on most email software available today.

An autoresponder is a set and forget series of emails that people receive once they sign up for your newsletter from your website or Facebook. You create the emails once, and they automatically go out at pre-determined intervals to every subscriber.

Once you craft the email, send a striking image (1 only) with each email, and don't be tempted to add a whole heap of other topics.

Keeping it simple is less work for you, and an easy email **skim** for your customers.



The email text has been crafted for you below. The emails are suggestions only you will need to tweak according to your product or service. **Please note that the content and topics in the emails have been researched and are evidence-based. The topics covered are what travellers want to know in the current post-COVID travel environment.**



Email 1

Subject: What's on in **destination**. We are ready for you!

Hello **first name**

We have some fantastic deals coming up to help us get you back on your travelling feet now that we can travel again. You've lost two good travel years, and it's time to make up for it.

We have curated our top local picks of what's on in the area to help you with your plans

Here are our top picks over the next few months:

Focus on what's on in the next quarter. 3-10 events. Examples may include:

1. Friday night meat raffle at xxx pub every Friday
2. Trivia nights
3. Local theatre products
4. Local bands with a regular gig or events like square dancing
5. New cafes and restaurants that have opened
6. Markets – local, Lions, trash n treasure
7. New shops that have opened in town
8. Big acts from out of town touring, e.g. I saw Ian Moss ex Cold Chisel in Broken Hill
9. Local history talks & walks
10. Agricultural shows

We have some fantastic deals at **[your product/service]**. For more information and to check availability, go to **[WEBSITE OR PHONE NUMBER]**

Regards

xxxx

Email 2

Subject: Our COVID clean and safe practices

Hi **[FIRST NAME]**

We know that having clean, safe accommodation and travel experiences is the most important consideration for you right now.

It is for us too.

So we wanted to give you a rundown on what we do to keep you and us COVID safe.

[in this section, give a bullet point run down. Include any COVID accreditations/programs you are part of, like ATEC, Worksafe, Tripadvisor. You can't have too much info.]



For more information and to check our great deals, go to [\[YOUR WEBSITE OR PHONE NUMBER\]](#)

Regards

xxxx

Email 3 (may not be relevant for some attractions, so skip to the next)

Subject: What happens if I need to cancel? Holiday spend protection.

Hi [FIRST NAME]

Do you book your holiday or not? Are you worried about deposits, refunds and rebooking?

We are too! That's why we want to protect your spending, but we also want you to 'save your spot' and not miss out.

We have terrific deals for you to get you travelling again with flexible COVID related cancellation, refund, rebook policies:

NOTE: Get specific to a variety of scenarios

- No deposit taken during low and shoulder-season
- Deposits and payments are fully refundable if there is a lockdown or any COVID related cancellation
- Ability to rebook the days outstanding if you are in the middle of the stay and there is a COVID induced exit – low and shoulder season

We have fantastic deals and packages we've designed especially for the post-COVID travel world; check them out here [\(Link\)](#)

Email 4

Subject A perfect getaway with friends and family

Hi [first name]

Have you thought about getting away with friends and family as a way to get to know each other again and make up for lost time post COVID?

Or, you might grandparents looking to do something with the grandchildren next school holidays.

We have great deals available for you right now.

Place VFR deals, group deals, family deals (beyond 2A2C)

For more information and to check availability, go to [\[YOUR WEBSITE OR PHONE NUMBER\]](#)



Regards,

Xxxxx

Email 5

Subject: Top 5 outdoor activities in xxx

Hi [first name]

COVID has seen us locked down for long periods, so we know you are keen to get out and about into some fresh air and experience nature and the great Australian outdoors again.

Here are our top picks [personalise to your area]

- Xxx walking tracks
- Xxx park
- Xxx botanical gardens
- Xxx winery
- Xxx public pool

We are delighted to help you create your day trips and personalised itineraries. Just let us know about your interests, and we can put our local knowledge of the area to work for you.

We have plenty of [rooms and availability] available between these dates; check our fantastic deals.

For more information and to check availability, go to [YOUR WEBSITE OR PHONE NUMBER]

Regards,

Email 6

Subject: Don't miss out on these holiday deals

We have great deals available with flexible change and cancellation policies to protect your spending.

Check these options out for families and couples. [insert deals]

If you are looking to avoid school holidays, it gets even better for you! [insert deals]

For more information and to check availability, go to [YOUR WEBSITE OR PHONE NUMBER]

Regards,

Xxxx



And beyond.

- Cut down to 1 email per week/bi-monthly/monthly but don't stop. Include updates on rates, specials and availabilities.
- Talk about different travel experiences where you can, what's on in town, any new products and experiences available.
- The emails in between should highlight your expertise in the area, showcase an event, restaurant, tour, new hotel etc.
- Customer testimonials make a great email topic
- **Refer to the content crushers for more ideas for email content.**



Step 2. Check the email analytics to see who has opened your email.

On each day you send the email, put aside some time to analyse the emails:

- Open your email provider dashboard
- Who opened the email?
- How many times opened? If the email has been opened several times, there is high interest or that the person has forwarded it on to others. **It means they are interested.**
- Did they open the email that you sent previously or others before? **It means they are interested.**
- Make a note of all interested parties – check you have email addresses, phone, mobile numbers and if they have liked you on Facebook.
- You will receive most 'opens' in the first hour or so. However, some people check their emails the next day or next week. So check the progress – open rates and clicks on links every day to look for people on your database who have opened the email.

Step 3 – Call those who opened. Get on the phone!

See the phone script sample below.

- Note: It might take up to 10 contacts to get to talk to the prospect!
- You may need to use a mix of communication methods to get to your customer, which is OK and very acceptable to them.

Acceptable ways to contact your customer

You might feel uncomfortable using some of these tactics. Here's the thing. You are not selling a charity or asking for market research; you sell holidays and good times.

Most people are busy, which is why they haven't had a chance to call you back or return your email.

It is not because they are ignoring you. That bit is all in your head, I promise you.

- Phone in person
- Phone leave a message
- Text message
- Facebook messaging
- Personalised email

Outbound sales is a numbers game

Expect to only get through to 10% of your calls. In a week, I make 100 calls. I aim to get ten appointments and then convert between 2-5 to a sale. It is purely a numbers game.

One hundred calls translate to 14 calls a day (7days). Weekends are good because most of your customers will be more available time-wise and psychologically to talk to you. Of course, the more calls you make, the higher the sales conversions.



It is not easy, but it is successful

One of my favourite sales gurus, Jeb Blount, says that "public speaking causes the most fear in people, but in my experience, given a choice between giving a public speech and making a prospecting call, you'd have a line for the speech."

The truth is, phone sales and prospecting makes you feel vulnerable – we might be rejected. That's why we don't choose to do it.

However, phone prospecting gives you the most significant returns.

The fear of rejection is genuine. The moment you get a reflex response, brush-off or rejection (RBO), as Jeb Blount tells us, you feel like you've been punched in the gut. You are embarrassed; you stumble over your words, the feeling lingers.

Yet, as Jeb tells us, it is here at this moment where the rubber meets the road.

Reflex responses, brush off and rejections (RBO's)

It is the skill to handle rejections and RBO's and turn them into yesses that will give you the biggest wins and gets you the bookings.

The skill only builds with practice and preparation. That is, the more you call your prospects, the less self-conscious and hurt you will feel if you are rejected or brushed off.

And I will be honest; the hurt is real and is always a blow. But what I try to do is, move on quickly to the next call – just like getting on that bike and the memory soon fades.

The best way to deal with RBO's is to understand where your customer is coming from when you interrupt their day.

Reflex responses

Imagine that you have walked into a shop and the shop assistant asks you 'can I help you'. Your immediate response rolls off your tongue, 'I'm just looking' even though you might need help.

It just comes out – autopilot; it is hard-wired. It is your buyer script.

It might be the same on your call:

- 'I'm in a meeting.'
- 'I'm just walking out the door.'
- 'I'm in the middle of something.'



Objections

Objections tend to be more genuine:

- 'I've just lost my job due to COVID'
- 'I've just started a new job'
- 'I am going in for a major operation.'
- 'I already have a trip planned and booked.'

Brush-off

The brush-off is about avoiding conflict:

- 'Call me later'
- 'Get back to me next month'
- 'Can you just email me something'

Planning for the RBO

OK, here's the deal, evidence shows that most RBO's will be:

- Not interested
- I don't have any money at the moment
- Too busy
- Email me information
- Just looking at different travel options at the moment

They may not be these exact words, but they give you the gist.

Once you recognise that objections, rejections, and brush offs are part of your job, life will be a lot easier.



SCRIPTS TO CALL YOUR CUSTOMERS, INCLUDING ANSWERS TO RBO AND VOICEMAIL MESSAGE

Outbound phone script

Hi **NAME**

It's Joe Blogs here, and I am the owner of Acme Hotel. You stayed with us back in xxx

The reason for my call is because we have come up with some excellent post COVID travel deals and wanted to offer them to our past customers first.

I thought that it might be something that you would be interested in?

Answer: YES

Then proceed to tell them – ensure you script this bit too

ASK THEM FOR THE BOOKING.

ASK THEM THEY WOULD LIKE FOR YOU TO CHECK DATES

If no time at the moment or an RBO

ASK THEM – How about making a time convenient to you, and I can take you through the details.

Yes

What do you look like later this week?

No

"Can you just email me something" [Automatic brush off #1]



I am more than happy to email you the information. Can we also make a time over the next few days to answer any questions and check dates for you?

[Script for leaving a message](#)

(make sure its less than 30 secs, don't ramble)

Hi **NAME**

This is Joe Blogs, the owner of ACME Holiday accommodation.

My number is 0408 123 456, 0408 123 456

The reason for my call is I wanted to let you know about our excellent post covid travel offers over the next 6 months **because** we have limited availability.

I wanted to call you first as a past guest.

I'd love to hear back from you at 0408 123 456, 0408 123 456