

Stampede

# Hospitality Email Marketing Guide

April 2024 Edition



What's inside

## 5 Instant Campaigns

Get 2-4-1 cocktails this Spring  
3 templates designs & 8 blog articles

To celebrate the launch of our new Spring cocktail menu we are offering 2-4-1 cocktails every Wednesday for

Tables for our Easter celebration are selling fast.

Book a table

# What's on - April edition

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## Easter special and more!

Send a newsletter-style email to your database with a little sneak peek to look ahead to.

Put the focus on your **monthly key events**, such as Easter and all your offers and events around it.

Make sure to **include multiple call-to-actions** with links to your website and social media channels to encourage bookings and shares.

### What To Include:

- Easter event outlay and specials
- Spring menu updates & highlights
- Featured dish/drink of the month
- Meet us - introduce your team



# Easter Last-Minute Reminder

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Send an Easter last-minute reminder in the final days before to fill in any spaces.

Point out the limited booking availability and feature your venue highlights.

## Tip:

Use SMS to make up for same day cancellations.

Include a special offer to make it more enticing.

[Get Template](#) 



Easters almost here

Tables for our Easter  
afternoon tea are selling fast.

[Book a table](#)

# Loyalty #1

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Time to treat your most loyal patrons, April is **Customer Loyalty Month**.

To identify your most loyal customers, build a segment of frequent visitors using your WiFi or bookings data.

## Ideas to try:

- Introduce your loyalty program with special spring loyalty card sign-up offer
- 'Refer a friend' scheme
- Bonus stamp point event to boost quieter times
- Midweek offers, 2-for-1 offers, 3-for-2 nights

[Get Template](#) ↗



**Luckies**

## April offer

**Get 2-4-1 cocktails  
this Spring**

To celebrate the launch of our new Spring cocktail menu we are offering 2-4-1 cocktails every Wednesday for the whole of April. Sign up below to a

## Loyalty Reminder #2

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Send out a reminder email towards the end of the month.

Highlight your loyalty perks once more and point out how customers benefit from joining.

Make this a short email with the focus on a clear call-to-action.

[Get Template](#) ↗



**Luckies**

**Last chance to sign up for**

**2-4-1 cocktails  
this Spring**

To celebrate the launch of our new Spring cocktail menu we are offering 2-4-1 cocktails every Wednesday for the whole of April. Sign up below to a

# 23rd - St George's Day

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**Fun Fact:** St George wasn't actually English and in fact, never actually visited England! - (There's a post caption for you)

Although St George's day is no longer a national holiday, it's still a great excuse for venues in England to put to their marketing hats on.

## Ideas to try:

- St George's day **roast dinner** or full **English breakfast** promotion.
- A **custom cocktail** made with English ingredients or serve **traditional drinks** like Pimms for the week.
- **Quiz Night:** Organise an England-themed quiz night, covering history, sports, and pop culture.



# What To Look Forward To In Our May Edition

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Summer is just around the corner and May offers endless opportunities to **promote your venue!**

Keep any eye out for **next months tips and ideas**, here's a sneak peak of what to expect.

## May The Marketing Commence:

- **World Cocktail Day**
- **World Baking Day**
- **Wine Day 2024**
- **BBQ Month**



## Featured Articles April

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### Keep Your Footfall Up With Loyal Customers



Blog article

2 Ways To Keep Your Footfall Up  
With Customer Loyalty

Additional  
resources:



Blog article

How To Use Data To Unveil Your  
True Brand Fanatics



Blog article

Increase Your Footfall With A  
Simple Customer Referral Loop



# Bonus Seasonal Guides and Articles

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Blog article

16 Rapid Ideas For Successful Easter Marketing Campaigns



Blog article

Email Vs SMS Marketing - Which One To Choose



Blog article

4 Quick Wins For Your SMS Marketing Campaigns



Blog article

How To Maximise Revenue From Your Loyalty Cards



Blog article

3 Big Hospitality Email Marketing Questions Answered

# Stampede

Bring back 5x more guests

## Unlock the power of hospitality email marketing

- Grow your audience faster with built-in data capture tools
- Ready-made hospitality templates and campaign guides
- Save time and boost conversions with automated, personalised campaigns

[Book A Demo](#)

The screenshot displays the Stampede email editor interface. At the top, it shows configuration options: "Audience: Loyal customers" and "Subject: Live music this Saturday". To the right, under "Publish to:", there are five profile icons and a pink circle with "+1382". The main content area features a background image of a woman performing live music, with the text "PARK CHINOIS" overlaid in a large, white, serif font. On the left side, a white sidebar contains a grid of editing tools: COLUMNS, HEADING, TEXT, IMAGE, BUTTON, DIVIDER, HTML, MENU, and SOCIAL. On the right side of the sidebar, there are sections for "Content", "Blocks", "Body", and "Images". At the bottom of the editor, there is a dark grey button with the text "Live music this Saturday" and a pink plus icon above it. To the right of the button are two toggle switches: one with a microphone icon and another with a circle icon. Below the button, the text "Add your sub heading here" is visible.