

# Hospitality Email Marketing Guide

April 2024 Edition



Luckies



Kuekita

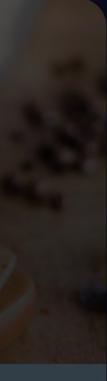
### What's inside

# 5 Instant Campaigns 2-4-1 cocktails Tables for our Easter

this 3 templates designs & 8 blog articles for

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

Book a table





# What's on - April edition

### **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 

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











# Easter Last-Minute Reminder

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.

#### <u>Get Template</u> 🤊



### Easters almost here

Tables for our Easter afternoon tea are selling fast.

Book a table





### 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

#### <u>Get Template</u> 🤊



#### **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

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.

#### <u>Get Template</u> 🤊



#### 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

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

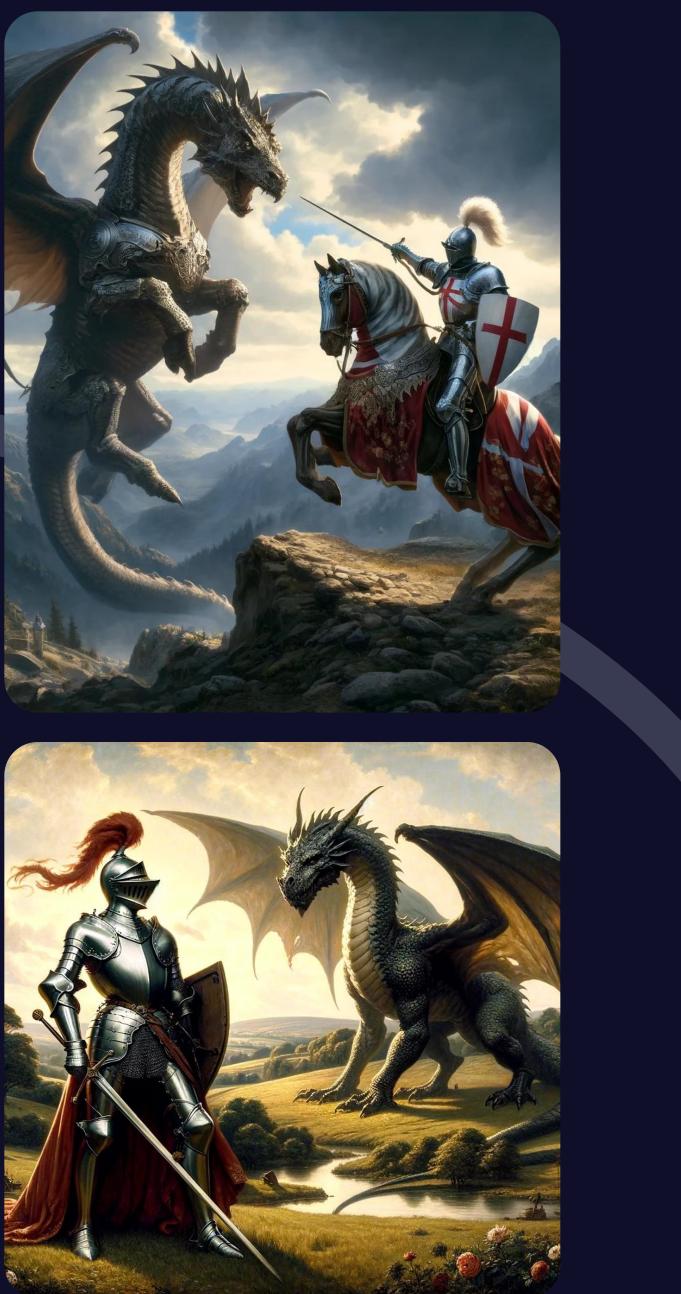
Although St George's day is no longer a national holiday, it's still a great excuse for venues in England to put to their marketing hats on.

#### 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

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**

# Keep Your Footfall Up With Loyal Customers

# Additional resources:



## Blog article <u>2 Ways To Keep Your Footfall Up</u> With Customer Loyalty

Blog article Increase Your Footfall With A Simple Customer Referral Loop

# **Bonus Seasonal Guides and Articles**

### 16 Rapid Ideas For Successful Easter Marketing Campaigns

Blog article Which One To Choose

#### rticle

How To Maximise Revenue From Your Loyalty Cards



**Blog** art 4 Quick Wins For Your SMS Marketing Campaigns





#### 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

Audience: Loyal customersSubject: Live music this Saturday



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# Live music this Saturday



#### Add your sub heading here

