

Stampede

Hospitality Email Marketing Guide

May 2024 Edition



Afternoon tea tables are selling fast! Don't miss out on our limited time World Baking Day inspired menu and book a table now.

[Book a table](#)

[View menu](#)



What's inside

5 Instant Campaigns

Barbecue Weekends at Luckies
#Grilling&Chilling

Join us every weekend in May for our limited time barbecue specials menu. Book now while there's still spaces.

3 templates designs & 8 blog articles

Get 10% off our wine tasting

What's on - May edition

World Cocktail day & More!

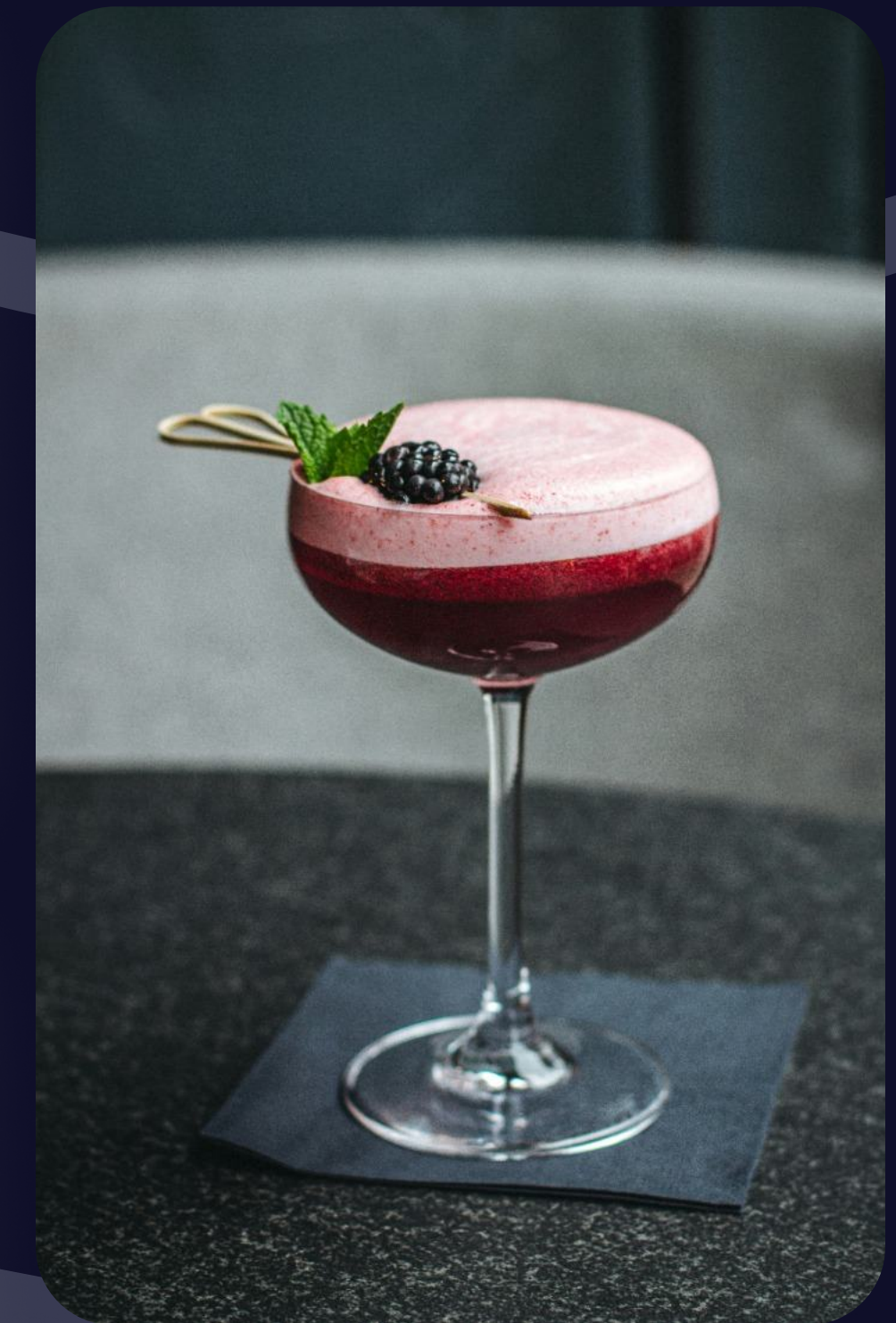
Send a newsletter-style email to your customers to give them something to get excited about.

Emphasise your **monthly key events**, including offers and planned events.

To encourage bookings and shares add **multiple call-to-actions** linking to your website and socials channels.

What To Include:

- World Cocktail Day Special Menu
- May long weekend deals
- Highlight a guest wine for Wine day 2024



Drinks-Focused Campaigns

Temperatures are rising, days are getting longer. May comes with a couple of engaging days worth raising a glass for:

13th - **World Cocktail Day**

18th - **World Whisky Day**

25th - **Wine Day**

Ideas to try:

- Signature drinks
- Weekly/Monthly specials (alcoholic, non-alcoholic)
- Masterclasses, tasting events
- Happy Hours, midweek deals

[Get Template](#) ↗



World Whisky Day

Get 10% off our wine tasting

To celebrate Wine Day 2024 we are offering you the chance to save 10% off all wine tasting events this weekend

World Whisky Day

18th May

The spotlight is on one of the country's favourite drinks, making it a great excuse to create content around.

Put your whisky selection in the focus this week.

What To Include:

- Malt of the month offers
- Whisky cocktail specials
- Vote - your customers' favourite whisky



Barbecue Month & Bank Holiday

It's time to celebrate all things barbecue!

Encourage customers to join you for flame grilled menu specials every weekend for the month of May.

Outside seating? Even better! Serve your barbecue menu to take away or to eat on paper plates to create a new experience for existing customers and to keep costs down.

What To Include:

- High resolution images of your barbecue menu
- Your best beer and barbecue pairings
- Early meal booking offer (e.g. 2 for 1 burgers before 6 pm).

[Get Template](#) 



Barbecue Weekends at Luckies

#Grilling&Chilling

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[Book now](#)

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 '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. A floating toolbar on the left contains icons for 'COLUMNS', 'HEADING', 'TEXT', 'IMAGE', 'BUTTON', 'DIVIDER', 'HTML', 'MENU', and 'SOCIAL'. On the right side of the toolbar, there are sections for 'Content', 'Blocks', 'Body', and 'Images'. At the bottom of the editor, there is a pink plus sign icon, a dark grey button with the text 'Live music this Saturday', and a toggle switch. Below the button, the text 'Add your sub heading here' is visible.

World Baking Day

17th May

World Baking Day is a brilliant excuse to show off your venues creations. Whether its a selection of scones or a new desert on your menu, there's plenty of ways your venue can get involved.

Some inspiration

Afternoon tea on your menu? If not, why not trial it for a week to see if there's any interest from your customers.

What to write?

Craft a short email with the focus on a clear booking call-to-action.

'Book an afternoon tea for your and a loved one to enjoy our limited time menu.'



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Featured Article May

How To Successfully Retain Customers



Blog article

How To Easily Win Back Lost Customers

Additional Resources:



Blog article

The Secret To Successful Service Recovery



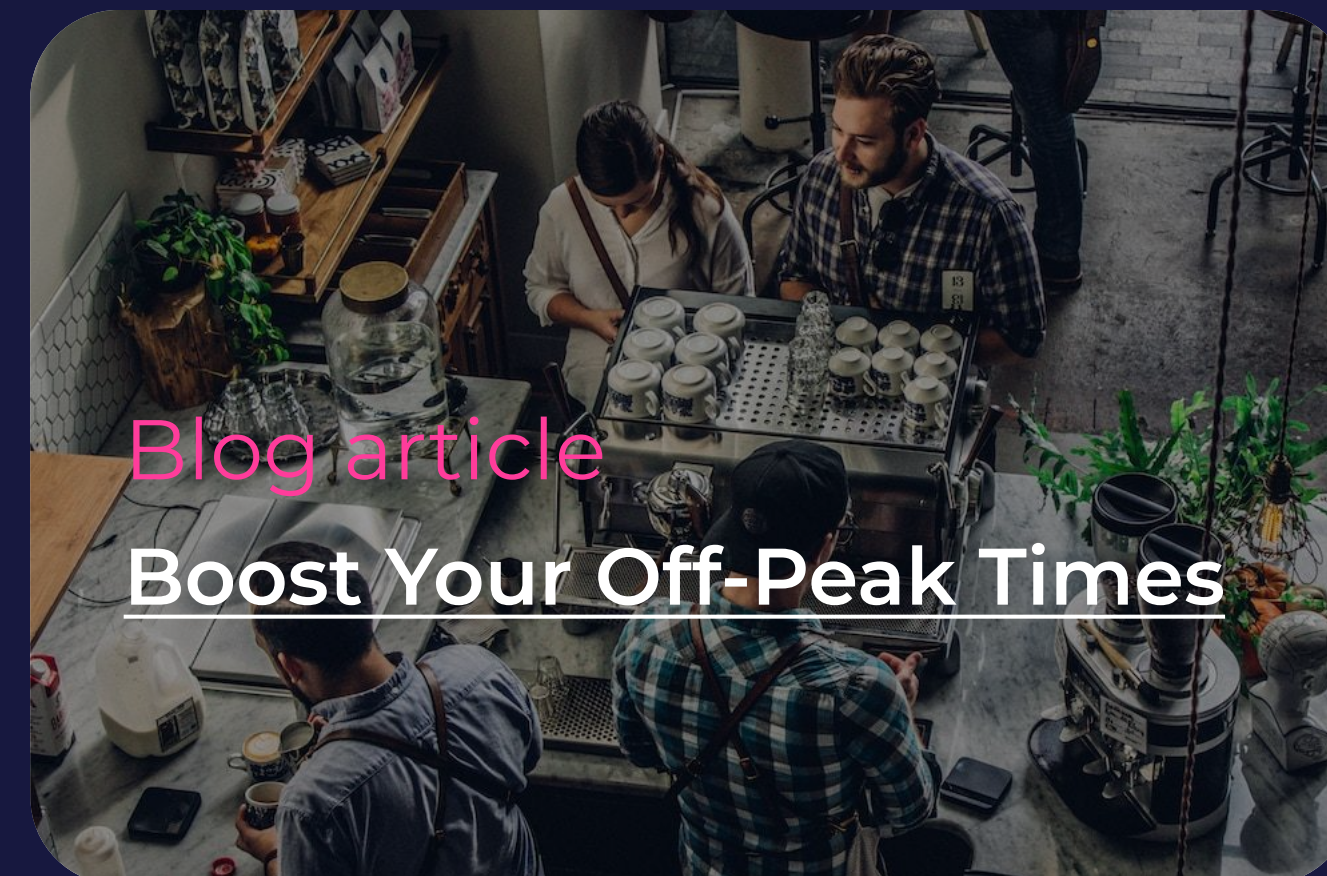
Blog article

4 Success Factors For Your Service Recovery Strategy

Bonus Seasonal Guides and Articles



Blog article
Easy and Profitable Marketing With Automations



Blog article
Boost Your Off-Peak Times



Blog article
Get Found By More Customers



Blog article
Are Your Leaving Cash Behind In Your Inbox?



Blog article
10 Quick Ways To Prevent Lost Revenue From No-Shows

What's Coming Up In The June Edition

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

Special days to get excited about in June:

- **World Cider Day**
- **World Music Day**
- **Euros 2024 Commences**
- **Fathers Day**

