

# UNIQUE DESTINATIONS



2008

Unique Destinations for Unique Travelers

Marketing campaign plan for our 2008 distinctive destinations.

# Unique Destinations

## 2008 MARKETING PLAN

### OVERVIEW

Unique Destinations has 20 years experience matching discerning travelers with the unique destinations that provide the basis for a lifetime of pleasant memories. This year we have decided to employ 1:1 multi-channel marketing to achieve the following goals:

- 20% improvement in our response rate to our first mailing
- 25% improvement in our conversion rate from inquiry to booked travel
- Build a brand image better reflecting our values & client commitment
- Reliable, high quality print & fulfillment
- Improved Reporting Metrics

To achieve these goals we intend to partner with a single technology company to communicate our message consisting of the following elements:

- Blast email campaign
- Personalized Direct Mail Postcards
- Personalized Web Page
- Personalized Travel Brochure

### Campaign Prospect List

We have a list of approximately 100,000 individuals consisting of a combination of prospects and past customers. The list will be supplied as several identically formatted Excel or CSV files that contain the following information:

- First Name
- Last Name
- Address Line 1
- Address Line 2
- City
- State
- ZIP
- Status (P=Prospect or C=Past Client)
- E-mail Address
- Geographic area last visited (if available)
- Customer Since (if available)

## Element 1: Blast Email

The first strike in the campaign will consist of sending 100,000 blast emails in HTML format. Emails will include minimum personalization consisting of the recipient's name and residence city and state. Blast emails will include a unique PURL (Personalized URL) link to a personalized landing page.

A dedicated URL, [www.UniqueDestinations2008.com](http://www.UniqueDestinations2008.com), has been obtained for this campaign. Our vision is to create a personalized landing page for each prospect using the prospect's first and last name separated by a period. For example: [www.UniqueDestinations2008.com/Charles.Smith](http://www.UniqueDestinations2008.com/Charles.Smith).

We understand that each PURL must be unique so we have resolved any duplicates names in our list by including a middle initial or other differentiating character when necessary. We will expect our selected vendor to verify that our list does not include any duplicate names before proceeding.

We will supply our selected vendor a final Photoshop layered file. Vendor will create optimized graphics and HTML encoding.

## Element 2: Personalized Postcard

The second piece of our campaign will consist of sending approximately 10,000 personalized postcards to current clients. The postcards will include:

- Client's first & last name
- image from their known last geographic area visited (1 of 10 images)
- PURL link to a personalized landing page
- Addressing on one side for USPS

The postcard photo will remind them of the pleasant experience they had on their last travel. The PURL will allow that landing page to directly target their interests.

We will supply our selected vendor with a final InDesign or Quark file suitable for printing. The vendor will code the variable printing areas as necessary and print using HP Indigo technology.

## Element 3: Personalized Landing Page

The personalized landing page will take one of two forms:

1. New prospect
2. Returning Visitor

### **New Prospect**

The landing page for new visitors will consist of:

1. personal greeting including their name
2. general travel content
3. survey form to collect travel preference information
4. link to our public website

When the survey is submitted we want to offer to show them some examples of travel offerings that meet their stated preferences.

The preferences in the completed survey will be saved and used to populate targeted content on return visits.

### **Returning Visitor**

The landing page for returning visitors will consist of:

1. personal greeting including their name
2. travel content about a destination based on their preference profile
3. form to request additional information
4. content area that highlights one of their preferred activities.

Submitting the survey should be acknowledged by a thank you and an offer to view some example offerings that meet their stated preferences.

Request Additional Information form should create an email to our travel consultant support group. In addition it should be routed to your warehouse for fulfillment processing of the requested items from Online Printstore.

### **Special Offers**

We are considering making a special offer to visitors who have been to the site on three different occasions but have not purchased travel. This offer would take the form of a special limited-time discount.

### **Element 4: Personalized Travel Brochure**

A personalized brochure will be created for each new visitor submitting a travel preference survey or each returning visitor. The personalized brochure consists of an 11x17 full color descriptions of four travel offerings that match the visitor's travel profile. Variable text will be included in the travel descriptions to better enable the visitor to visualize enjoying the proposed trip. Variable content that may be used includes survey preference selections, information supplied in the original campaign name list and other information that may be captured during one of the site visits.

Tentatively the brochure will be a self-mailer. However, we may decide to include a cover letter and mail in a 9x12 catalog envelope with mailing label.

## **ADMINISTRATIVE ACCESS**

We will also require an administrative access screen to allow us to login and fulfill telephone requests made to our travel consultants. The consultant admin screen should allow:

1. Entry of requestor's name and address into campaign database.
2. Initiate print-on-demand and mailing of a personalized postcard with PURL
3. Initiate print-on-demand of a personalized brochure with PURL

Select management will also require access to online reporting capabilities throughout the campaign. We will supply a copy of our existing reports and ask your suggestions on ways to improve the metrics and provide year over year comparatives. Reporting tools should include quick onscreen access to key information plus properly formatted printed reports.

## **REQUEST FOR QUOTE**

Please provide a formal quotation and implementation timeline within 10 days for the campaign described.