

Unleash the Power of Email Automations

For Your Adventure Brand



SPEAKER
Julie Thorner



AMERICA OUTDOORS
CONFERENCE AND
OUTFITTER EXPO



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Efficiency is vital in business.

When the need to scale comes around, deploying systems, processes, and workflows can shift the very essence of how we not only do business but how we serve our customers, too.

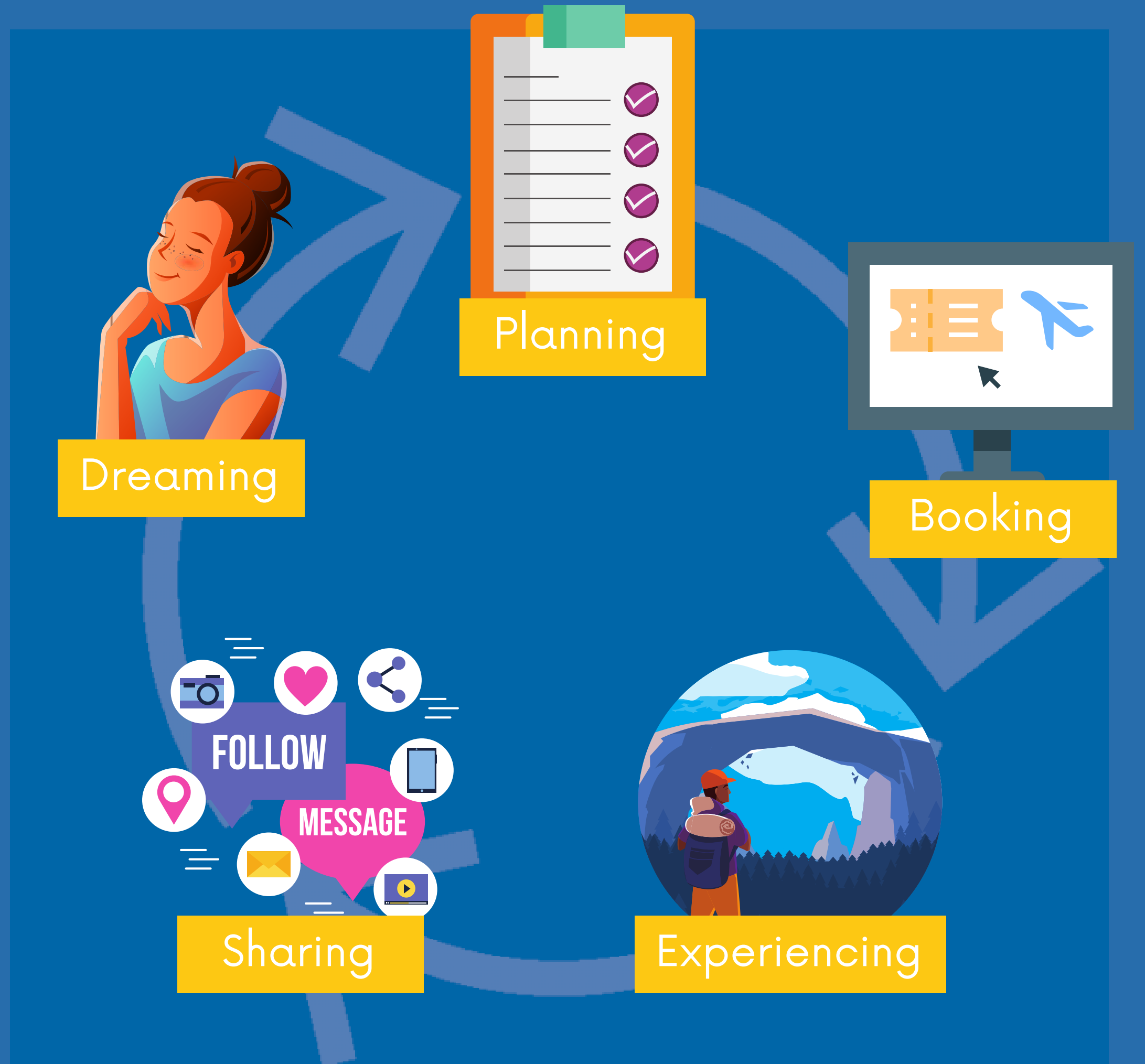
Today, I'll show you how email automation supports your business processes and email marketing efforts.

- Improved targeting of messages
- Improved customer experience
- Better quality of leads
- More leads
- Improved efficiency
- Higher conversion
- Higher customer engagement
- Longer customer retention
- Shortened sales cycles

Effective Workflow

A ROADMAP FOR STRONG EMAIL AUTOMATION

An effective workflow relies on supporting the customer through their experience.



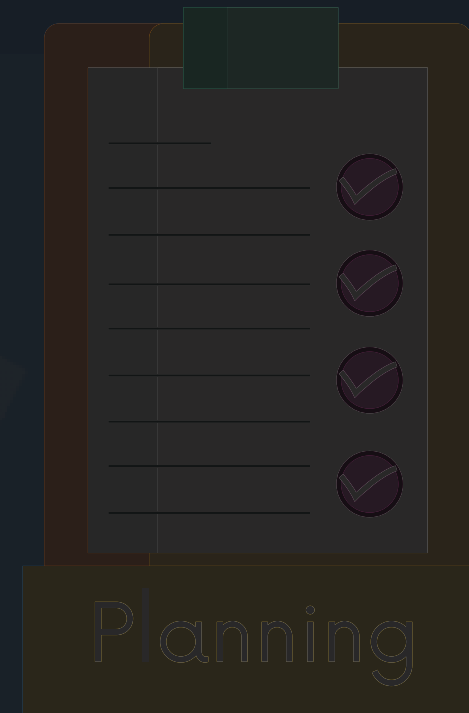
An effective workflow relies on supporting the customer through their experience.



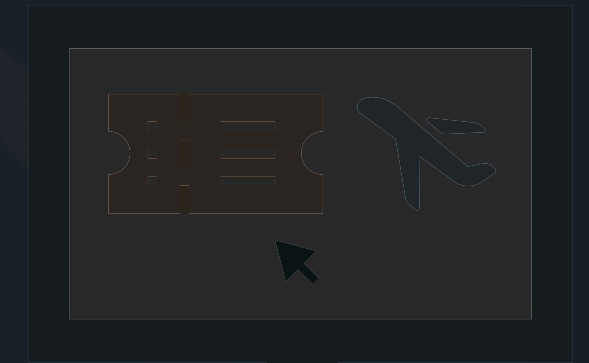
Dreaming

First, we start to dream.

At some point, we start to dream about that next escape, that next vacation. We imagine where we might go, and who we might go with.



Planning



Booking



Experiencing

Sharing

An effective workflow relies on supporting the customer through their experience.

Dreaming

Planning

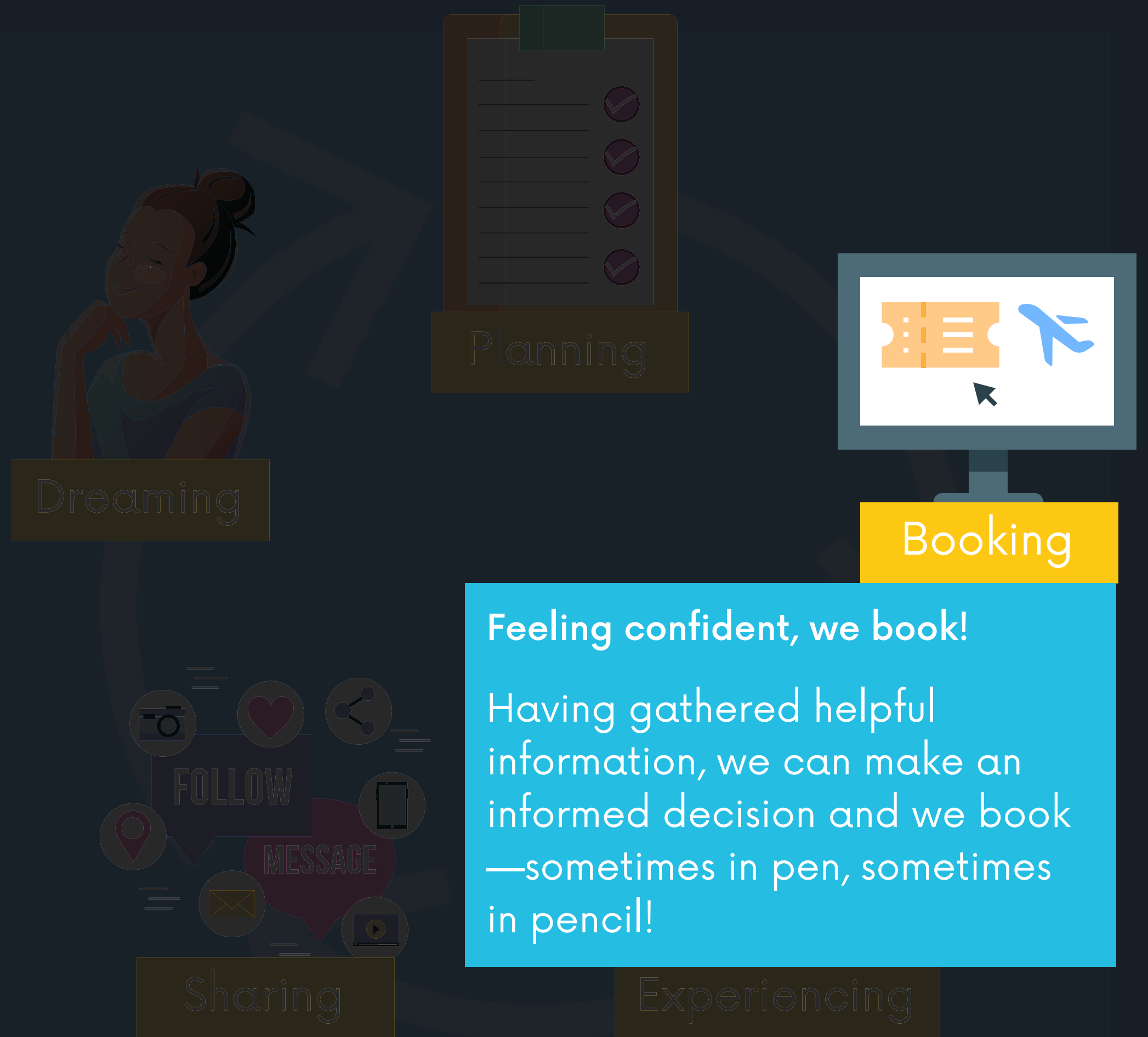
Then we start to plan.

We begin to gather the details we need to make informed, educated decisions on our next adventure.

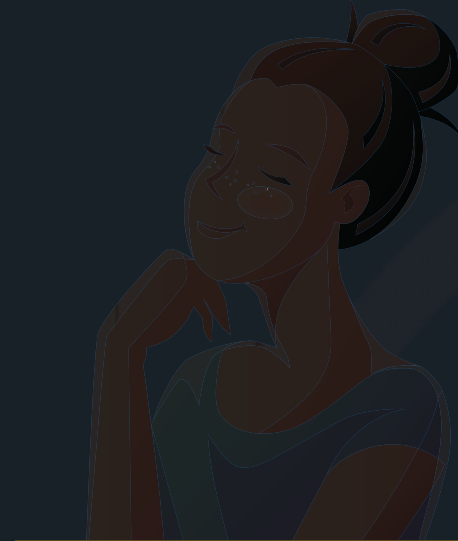
Sharing

Experiencing

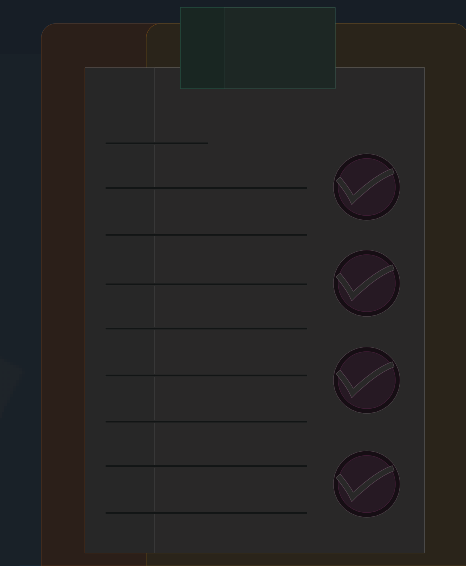
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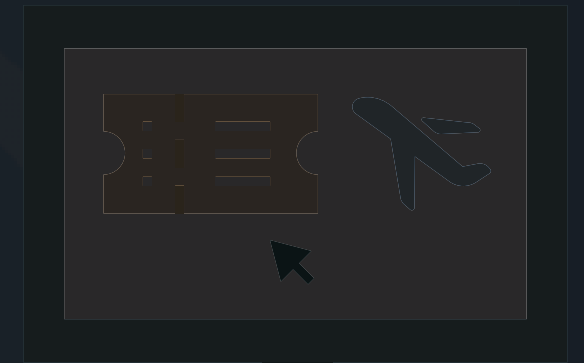
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Dreaming



Planning



Booking

Experience is all-encompassing.

What comes next is the complete experience we have with the adventure brand we've booked with: from the moment we buy, until we go home!



Experiencing

An effective
workflow relies
on supporting
the customer
through
exper

Last, we share our memories.

After we've made memories, we want to share our experience with others through a variety of ways; word of mouth, social, and reviews to name a few.

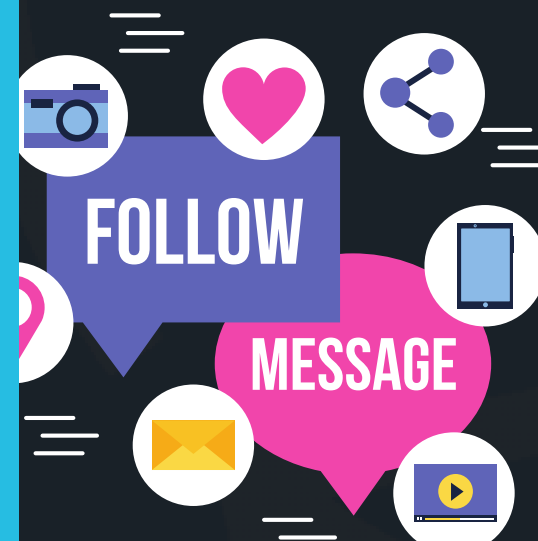
Dreaming

Planning

Booking

Sharing

Experiencing



Make
Vacation
Plans

Dreaming & Planning

Workflows

- Email Welcome Series
 - Visitor Guide PDF
 - What to expect on a trip/tour

Make
Vacation
Plans

Dreaming & Planning

Workflows

- **Email Welcome Series**

- Visitor Guide PDF
- What to expect on a trip/tour

- **General Experience & Trip Information**

- FAQs & Recommendations
- User-generated content, webinar invites

Make
Vacation
Plans

Dreaming & Planning

Workflows

- **Email Welcome Series**

- Visitor Guide PDF
- What to expect on a trip/tour

- **General Experience & Trip Information**

- FAQs & Recommendations
- User-generated content, webinar invites


- **Abandon Cart Ideas**

- A reminder or invite to chat
- Did you know...series

Booking & Experience

Workflows

- **Trip-Specific Information**
 - Itineraries
 - Testimonials & User-generated content




.....

eCommerce
segmentation becomes
a very powerful tactic
for you to tap into.

Booking & Experience

Workflows

- **Trip-Specific Information**
 - Itineraries
 - Testimonials & User-generated content
- **Incentives or Product/Trip Upsells**
 - Related upsells based on page visits
 - Special discounts, deals, coupons




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Booking & Experience

Workflows

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 - Itineraries
 - Testimonials & User-generated content
- **Incentives or Product/Trip Upsells**
 - Related upsells based on page visits
 - Special discounts, deals, coupons
- **Nurturing Customer Relationship**
 - Curated blog reading list to help them prepare
 - "Things to do while you're here!", etc.



.....
eCommerce
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Sharing Workflows

- **Sending Thank Yous & Invite to Review**
 - Don't underestimate the power of thanking someone for their business, and reviews are an integral part of your marketing.

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- **Invitation to Share UGC!**
 - Start engaging with your visitors on social by inviting them to share their photos & videos!

Sharing Workflows

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- **Invitation to Share UGC!**
 - Start engaging with your visitors on social by inviting them to share their photos & videos!
- **Client Retention with Data Available**
 - Use the data you have to nurture an ongoing relationship. This includes campaign activity, eCommerce activity, and more.

Example Workflows

McCarthy River & Outfitters



Hi << Test First Name >>!

Apple cider, pumpkins, and crisp fall air is right around the corner! And there's no place better to experience fall than Bryson City.

As the leaves start to change, planning your trip before the fall rush means you have more space to enjoy all Bryson City has to offer. There is so much to see and do as the seasons change! This month, we're talking about all things fall. Read on to decide what your next epic adventure to Bryson City will be.

Because, after all - **We're only a drive away!**

P.S. Already looking past fall and into the holiday season? You're in luck - [Polar Express tickets are on sale now.](#)

Explore Bryson City



Hi << Test First Name >>,

We are excited that you are interested in learning more about vacation adventures in McCarthy, Alaska and our tremendous "backyard" of Wrangell St. Elias National Park. If you've never been to Alaska - you are in for an amazing treat. If you have been to places in Alaska other than the historic McCarthy region - get ready to learn about this wild, historic and extraordinary "last great frontier" that is still relatively unknown to most people.

This is the first of three emails packed with helpful blog articles, videos and resource guides about our McCarthy, Alaska region and what adventures you can do here. Each email will be sent 3 days apart - keep a look out for them.

As you have questions, keep a tally and [contact us](#) when you are ready.

We know that traveling to Alaska is a life time bucket list trip for many of us. We are focused on helping you plan and create your Alaska trip of a lifetime!

Happy Adventuring,

Nik Merlino
Owner - McCarthy River Tours & Outfitters

See what an Alaska experience with McCarthy River Tours & Outfitters is all about!

Welcome Email 1
Sent immediately.



Hi << Test First Name >>,

To lay snugly in a tent, watching a brilliant Northern Lights show, listening to the river flow past you all night long; to lose yourself in complete awe of the sheer beauty that surrounds you; to sit silently from the safety of a boat and watch as bears and moose make their way along the riverbank...

Our overnight and multi-day raft trips immerse you into the untouched Alaskan wilderness and some of the most untamed land in North America—all under the guidance of an experienced trip leader and guide staff. You'll enjoy amazing camping, great food and phenomenal adventures.

A multi-day Alaska adventure is the best way to immerse yourself in the beauty and wildness of Alaska - check out our free multi-day Alaska adventure guide for what to expect.



Welcome Email 2
Sent 3 days later.



Hi << Test First Name >>,

Visiting McCarthy is a totally immerse experience. But don't take our word for us... here's what our guests are saying:

[Great fun for the whole family!](#)

"Much of the time spent in Kennicott/McCarthy is walking around old buildings and looking at the incredible views of the Wrangell-St.Elias. If you are traveling with kids, the raft trip will surely be the highlight of your trip! You get to enjoy all the same views and learn about the area, all while enjoying the serenity of paddling a glacier lake or running some very manageable rapids. Emily guided us all the way through from learning how to properly don our dry suits, paddling the glacier lake, jumping into the icy water from a glacial moraine, running a few rapids, and then driving us back to the boathouse in McCarthy. All was very fun and safe and I'd recommend for young and old alike. All the boats and equipment were in good repair and the trip was not at all strenuous. Emily also had excellent recommendations for food and drink at the local eateries." - Geoffrey E. Aug 4, 2018

Learn more about the day trips you can experience by downloading our free Adventure Guide.

You'll find Frequently Asked Questions, how to get to McCarthy, a guide to town amenities, and more! [Get your Alaska Day Trips guide here.](#)

We look forward to helping you experience



Welcome Email 3
Sent 3 days later.

Planning Workflows

WHAT TO CONSIDER & WHAT TO MEASURE

Planning Your Workflow

Part 1

AUDIENCE

Planning Your Workflow

Part 1

AUDIENCE

WHO

1

are you talking to?

.....

Understanding who it is you're reaching with your planned workflow is key to developing content and delivery that will work for them.

Planning Your Workflow

Part 1

AUDIENCE

WHO

1

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Understanding who it is you're reaching with your planned workflow is key to developing content and delivery that will work for them.

WHERE

2

are they in their journey?

.....

The workflow you develop for serving someone in the dreaming or planning phase will look different from the booking phase, for example.

Planning Your Workflow

Part 1

AUDIENCE

WHO

1

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WHERE

2

are they in their journey?

.....

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WHAT

3

are their pain points?

.....

Identifying your customer's pain points at this stage of their journey will help you create HACK content to use in your workflow.

Planning Your Workflow

Part 2

WORKFLOW

Planning Your Workflow

Part 2

WHAT

information can
address these pain
points?

4

.....

You may already have helpful
blog posts, guides, videos,
and more that could speak
directly to pain points; or you
can develop them.

Planning Your Workflow

Part 2

WHAT

information can address these pain points?

4

.....

You may already have helpful blog posts, guides, videos, and more that could speak directly to pain points; or you can develop them.

HOW

will this information be used and leveraged in your workflow?

5

.....

Consider the steps your customers have to take: what action does this person need to take to get this info? What action do they take after?

Planning Your Workflow

Part 2

WHAT

information can address these pain points?

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You may already have helpful blog posts, guides, videos, and more that could speak directly to pain points; or you can develop them.

HOW

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Consider the steps your customers have to take: what action does this person need to take to get this info? What action do they take after?

WHEN

will you deliver these emails, and what will the timing look like?

6

.....

Carefully consider the timing & delivery! Emails sent too frequently or infrequently, or emails that "flood" an inbox, will damage your efforts.

Metrics & Success

1

Open Rates

4

Automation Completion

2

CTR & Content CTAs

5

Site Traffic

3

Unsubscribes

6

Revenue Generated

100%





Shop Talk

- 1 How could (or already does) email automation support your adventure brand in the key goals—slide 4?
- 2 What existing assets (think: Visitor Guide) could you build into a targeted email automation to a) grow your email list and b) deliver useful information at planned times?
- 3 What customer data do you collect that could lend itself to an email automation created to move customers through a funnel?
- 4 Consider your customer journey: where do you really thrive in delivering content, and where are there holes you can perhaps plug up with email automation?

We've created an **Email Automation Toolkit** you can use to help you begin thinking about email automation, and plan out high-impact workflows to support your triple bottom line.

Get Yours Now!

Action Step



Presentation References

Email Marketing & Email Automation Excellence 2018 Report

<https://gr-dms.s3.amazonaws.com/resources/sites/2/2019/05/0645/email-marketing-and-marketing-automation-excellence-2018.pdf>

Best Customer Review Platforms for Adventure Brands

<https://liquidspark.com/customer-review-platforms-for-adventure-brands>

How to Leverage Customer Reviews to Win More Business

<https://liquidspark.com/how-to-leverage-customer-reviews-to-win-more-business>

The Customer Journey: How to Improve It

<https://liquidspark.com/customer-experience-journey-how-to-improve-it>

5 Ways Automated Follow-Ups Help Adventure Biz Growth

<https://liquidspark.com/5-ways-automated-follow-ups-help-adventure-biz-growth>



Thank you for attending.

Ready for more support?
Toolkits, Resources, and More!

Website www.LiquidSpark.com

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Number 828-488-3420

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Address info@liquidspark.com

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