



Road to a Million 2023

Cheat Sheet

Triggered Correspondence

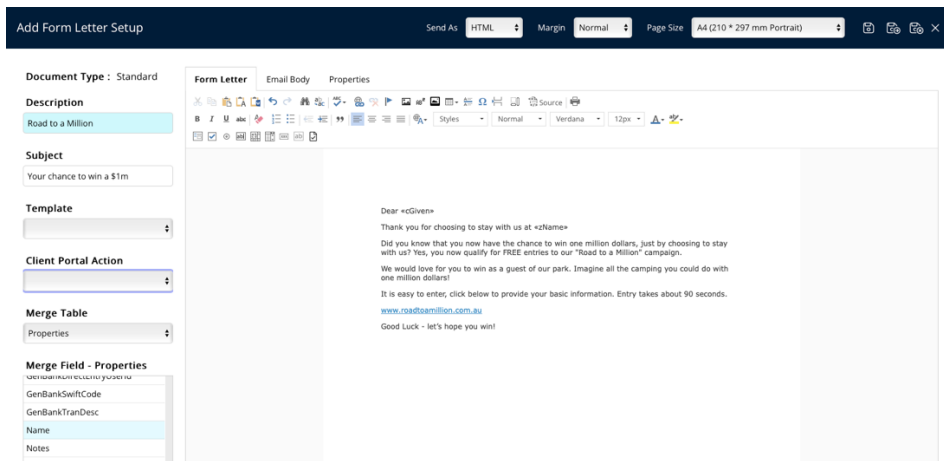
Newsletter (eDM) Communication

Social Link to Book Now Button



RMS - Triggered Correspondence

- Create a form letter
- Setup, correspondence, form letters (or just search in your menu bar for form letters)
- Click on the + symbol (top right of screen)
- Add description, subject and words (or use the CIAA wording as sent earlier this month or the source code wording discussed in the RMS video – both are included on the last 2 pages of this document). Save



- Then create the actual trigger
- Setup, correspondence, triggered (or just search in your menu bar for triggered correspondence)



New Triggered Correspondence

- 1 Name
- 2 Trigger Rules
- 3 Delivery Method
- 4 Date Filters
- 5 Reservation Filters
- 6 Sending To
- 7 Exclusions

Trigger Type

- At the time of an action occurring
- X Periods before or after an action
- Specific Time of Day

Rule

Element	Action
Reservation	Reservation Made

< Name Delivery Method >

New Triggered Correspondence

- 1 Name
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- 3 Delivery Method
- 4 Date Filters
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Send Correspondence

- SMS ⓘ
- Email
- API
- Client Portal

Email Details

Template: [Dropdown menu]

This is the form letter you created previously

< Trigger Rules Date Filters >



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Complete the steps above and save. Your triggered correspondence with date range is complete. Now every booking made will receive a reminder about the Road to a Million campaign!



Newbook - Triggered Correspondence

Creating Your Guest Template

1. In your search menu, search for **Contact Templates** and **Select**.
2. Click **Add Contact Template** in the top bar.
3. Select the Contact Template type as **“regular”**
4. Fill in the **Name** of the Contact Template – **Road to a Million Campaign**.
5. Fill in the **Email Subject** as **Your chance to win a Million with [instance:name]**
6. Select the **Default Send Method** as: **Email as HTML**
7. **Default Sending Type**, select if this Contact Template is to be used for **Transactional** or **Marketing**.
8. In the body content copy and paste the below email (This is what will be sent to your guests)
9. Select which **Header** (if any) you would like to be attached to this template. Usually, headers consist of the Instance logo and Contact details. Adding a header template is covered later in this Knowledge Base.
10. Select which **Footer** (if any) you would like to be attached to this template. Usually, footers consist of the staff members who is sending the Email salutation and position. Adding a footer template is covered later in Knowledge Base.

Select Save in the top bar.



Email Content (Copy & Paste)

Dear [guest:firstname],

Thank you for choosing to stay with us at [instance:name].

Did you know that you now have the chance to win one million dollars, just by choosing to stay with us? Yes, you now qualify for FREE entries to our "Road to a Million" campaign.

We would love for you to win as a guest of our park. Imagine all the camping you could do with one million dollars!

It is easy to enter, click below to provide your basic information. Entry takes about 90 seconds.

www.roadtoamillion.com.au

Good Luck - let's hope you win!



Setting Up Template Automation

- Search and Open **Automated contact** from within the Newbook **Menu Search**
- Click **Add Automated Contact**
- Fill in the name **Road to a Million Campaign**
- Send to = **Booking Guest**
- Select contact template = **Road to a Million Campaign**
- Sending Method = Email as HTML
- Sending details = **Send Once** – 3 days before arrival
- Add in any filters you require – For example: Choose certain categories it should go to and exclude other ones such as annuals, or permanents.
- Save automated contact.



Social Media – link to book now

By adding the url into your post, you can push people to any page you like. It could be your booking page or perhaps a category that is underperforming that you would like to drive traffic to.

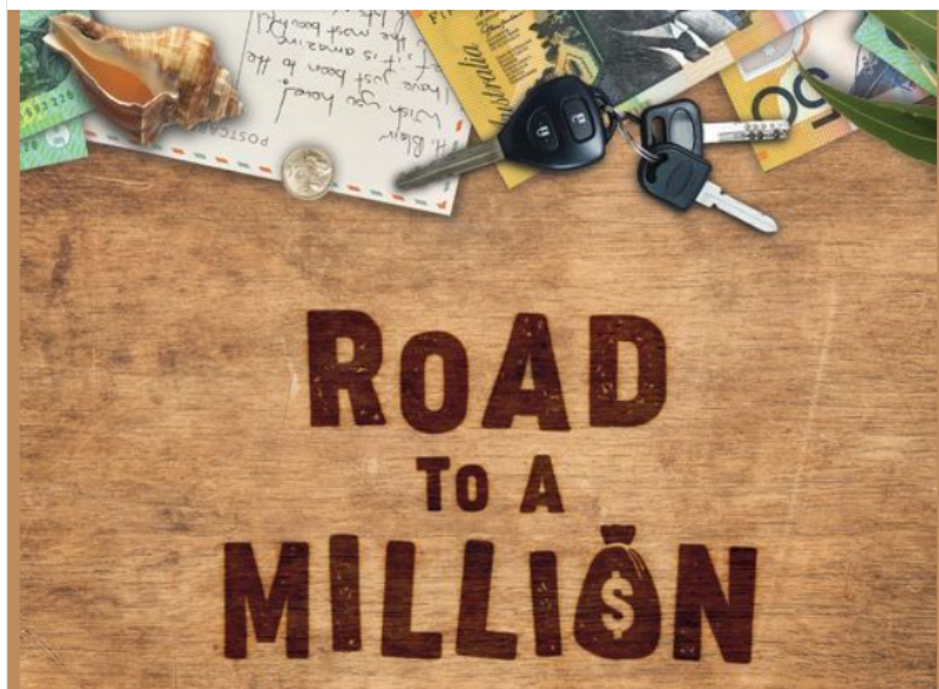
BIG4 Riverside Swan Hill
Published by TC Smith · June 1 at 2:42 PM · 🌐

Stay with us to get free entries for a 'Chance to Win a Million Dollars!' Book a stay with us between June 1 and October 31 and go into the draw to win! There will be 5 winners, drawn randomly from the pool of all entries on the 7th November 2022. The 1st person drawn will be given the major prize, a 1 in 250 chance draw to win \$1,000,000 cash 🤑🤑🤑 Details 👉

<https://bit.ly/3NP4E43>

- Visit Melbourne
- Visit the Murray
- BIG4 Holiday Parks
- Out & About With Kids
- Caravan & Camping with Kids
- Holidays with Kids
- Caravan Industry Victoria
- Visit Swan Hill
- Let's Go Caravan and Camping

Add a link to your book now page or to any page on your website you choose. I have used an online app called bitly to shorten the URL for appearances. Remember - do not put a link into your instagram posts as they do not work - add link to your bio at top of your page

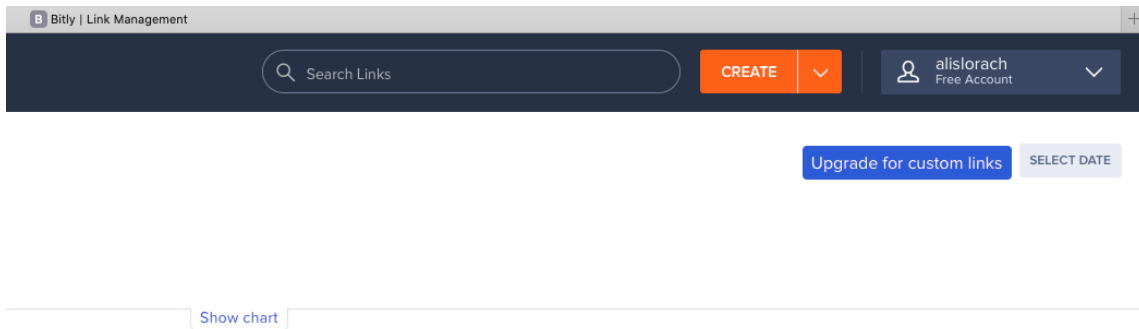


Instructions on using <https://app.bitly.com/Bk696pPRFVE/bitlinks/3q4MIW3> below.

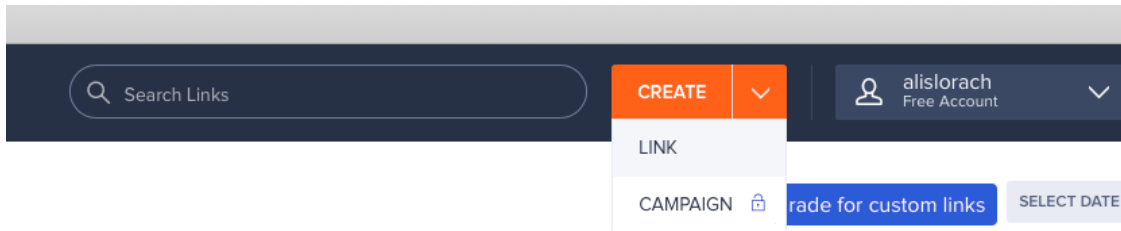


How to use bitly.com

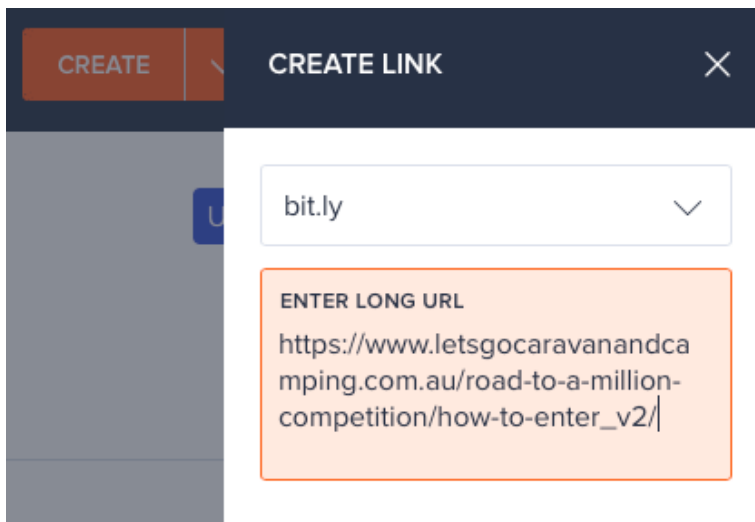
Visit: <https://app.bitly.com/Bk696pPRFVE/bitlinks/3q4MIW3>



Click on Create, then Link



Enter the long URL – I have used the road to a million as an example





Then simply hit the create button at the bottom of the page and bitly will supply you with a short URL that you can add to social posts.

Copy this link and add to your posts. This link can be to any page on your website or direct to your booking page (RMS or Newbook). I would suggest sending them to a page that allows them to investigate your offering (accommodation types, facilities, etc). If you send them directly to your book now page without an offer in place, you may well lose the conversion potential.

However, if you are posting on a Stay 3 Pay 2 or similar, you could send them directly to your book now button as they are already engaged to purchase.

