

PROJECT: EMAIL MARKETING



Project's Primary Objective	<ul style="list-style-type: none">• Convert past customers and people who have expressed interest before into repeat/new customers.• Incentivise people to sign up for the email list and buy tours through the use of exclusive offers.• Create a relationship with the brand through personable content.
Points that must be included.	<ul style="list-style-type: none">• The name of the tour being promoted• Any exclusive offers being pitched
Main Call to Action	<ul style="list-style-type: none">• Book now!