Experience Training

Upsell and Increase Return Visits
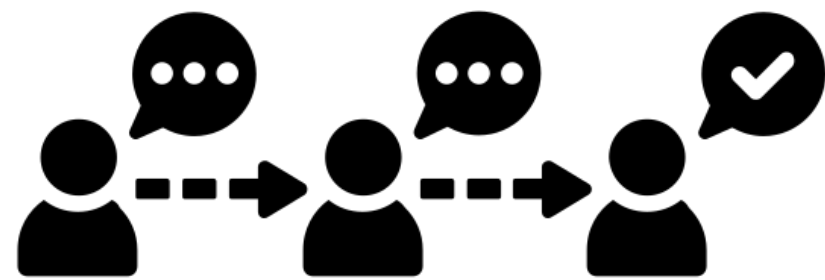
‣ **Part 1:** Optimising Visitor Relationships

‣ **Part 2:** Leveraging the Digital Playbook
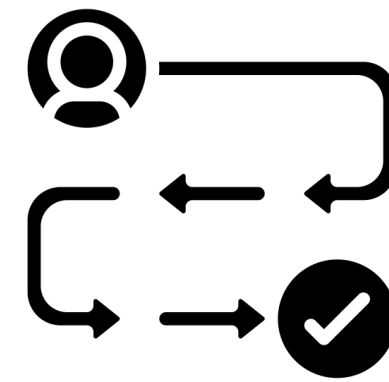
‣ **Part 3:** Creating Reasons to Return

Optimising Visitor Relationships

Sizing the value of your visitor

Take control of your business' success by reinforcing brand loyalty, creating reasons to return and intelligently increasing visitor spend.
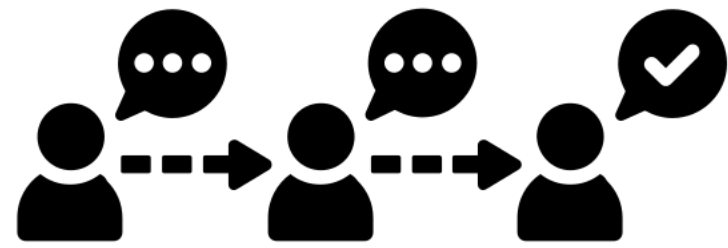
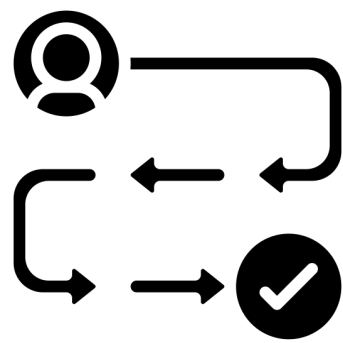**Reducing reliance on intermediaries**

Taking control of the customer journey

Increasing spend with smart personalisation

Reducing reliance on intermediaries

Taking control of the customer journey

Increasing spend with smart personalisation
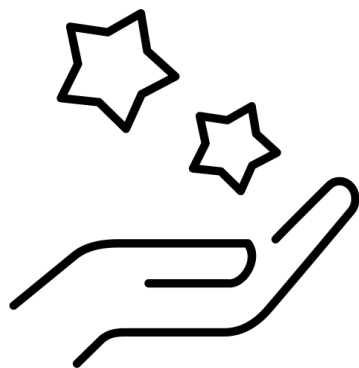
3 Key principles for success

We've identified the key principles for success in taking control of your customer journey. In this section, we'll explore the opportunity of your customer relationship and the value of using customer data and smart technology.
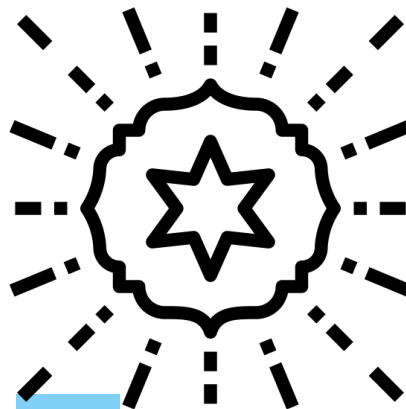
Reducing Reliance on Intermediaries

1

Considering
Cost of Sale

2

Valorising
Guest Potential

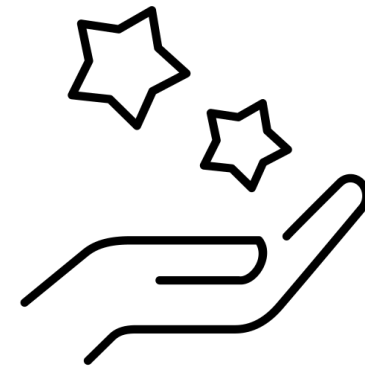**3**

Why Brand
Equity Matters

Reducing Reliance on Intermediaries

1

Considering Cost of Sale

With anything from 5-30% going to intermediaries such as OTAs, consider the potential if that margin can be invested in brand and marketing to drive a more lucrative direct visitors, likely to spend more, stay longer and return later.

2

Valorising Guest Potential

Look at data and try to start understanding the 'potential' value of your customer by looking at the different customer types; guests from Non-Direct vs. Direct Bookers vs. Peer Referrals. Look too at long-term or returning spend vs. short-term.

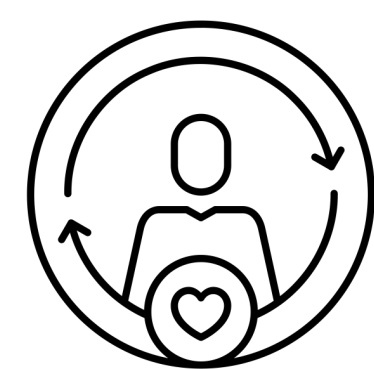**3**
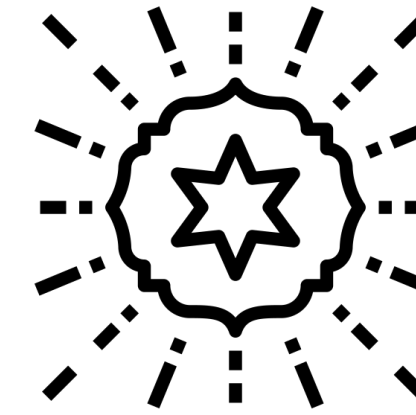
Why Brand Equity Matters

Take time to look at the competition, look at businesses you admire and how they develop this appeal. How compelling is their overall proposition and how differentiated or accented their overall brand identity is from identity to experience.
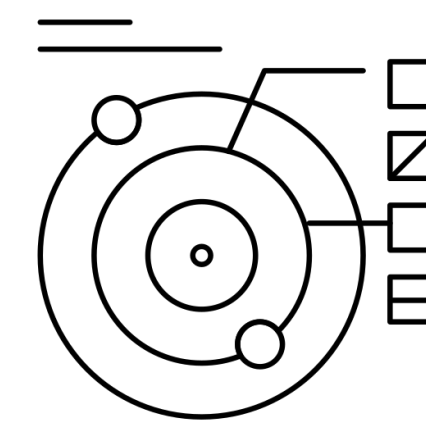
Taking Control of the Customer Journey

4

Visitor Journey Strategy & Tactics

5

Understanding Customer Lifecycle

6
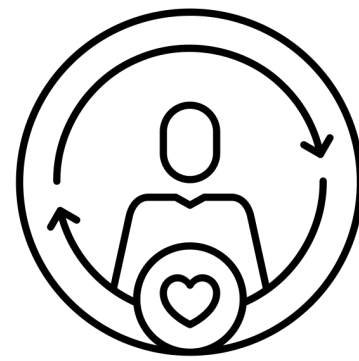
Leveraging the Potential of Data

Taking Control of the Customer Journey

4

## Visitor Journey Strategy & Tactics

Understand the entire 'purchase funnel' and look at how to balance strategy with tactics. Can you create a plan to develop interest in key low-season periods or put in place tactics to capture interest or convert at key inspiration points.

5

Understanding Customer Lifecycle

What is the typical lifecycle of a guest and what can you learn from this? Looking at those who spend more and return often over time, what are the drivers of this? Can you invest in those actions which increase overall value of guests?
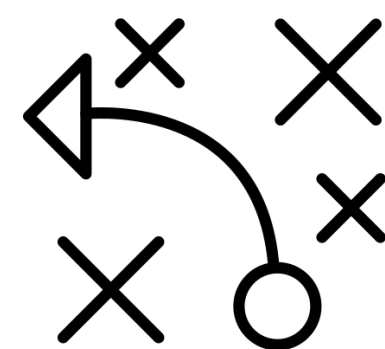
6
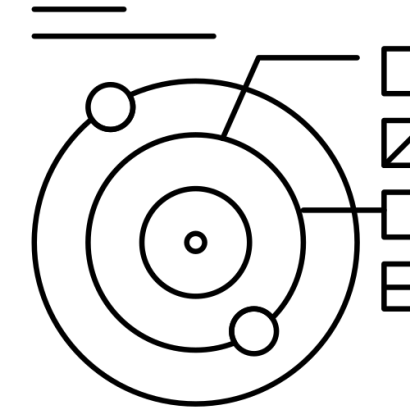
Leveraging the Potential of Data

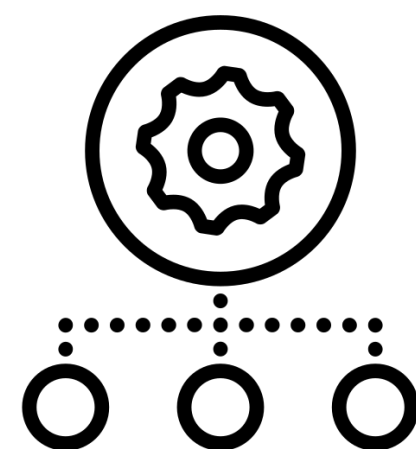When demands is naturally lower, it's up to you to create it. Understanding your customer is key and data lies at the heart of this. Create data touchpoints, clean and segment contacts to create succeed with a data-led approach.
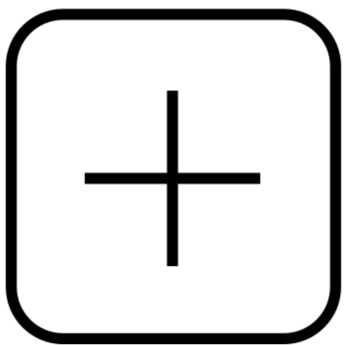
Increasing Spend with Smart Personalisation
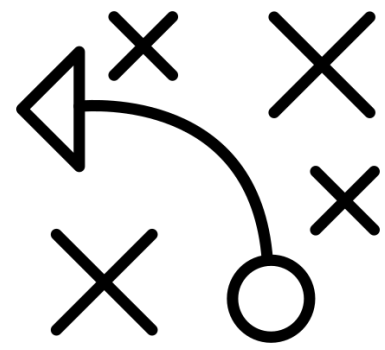
7

Building Tactical Touchpoints

8

Creating Smart Automations

9

**Intelligently targeting the upsell and return**

Increasing Spend with Smart Personalisation

7

Building Tactical Touchpoints

Establishing a digital relationship with your customer helps you to build touchpoints along it, which offer the opportunity to be tactical in proposing new experiences, upselling higher-value product or prompting interest at key stages.

8
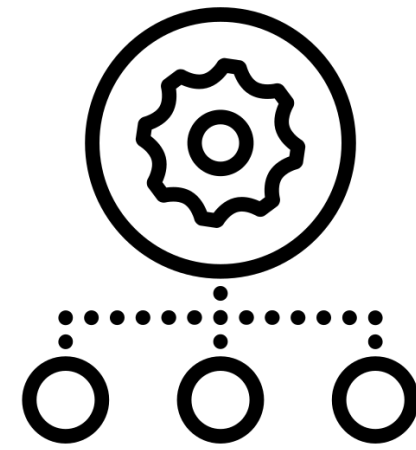
Creating Smart Automations

Automation and data can often sound scary, but most cloud-based marketing tools today offer different levels of automation. Taking time to learn, understand and setup smart automations can trigger a actions leading to more sales.
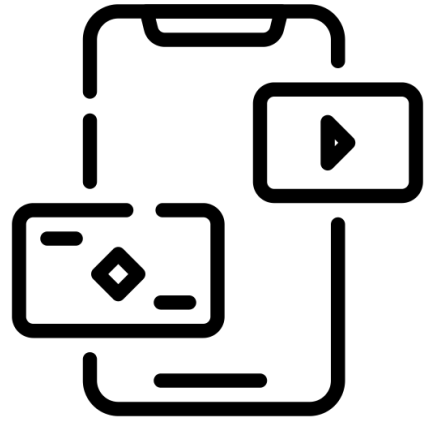
9
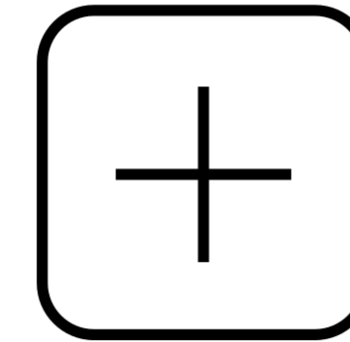
Intelligently targeting the upsell and return

Getting to grips with your digital marketing means having more control over demand. By putting in place a sophisticated targeting actions, you can follow-up, retarget, provide incentives, prompts or promotions based on behaviour.

Leveraging the Digital Playbook

Mastering your Ad Strategy

Investing in advertising can seem scary, but taking control of the key platforms you want to advertise on can reinforce your strategy and drive carefully targeted visitors to (re)consider.

What are you hoping to achieve?
- **Brand awareness** > Page views, impressions & reach
- **Lead generation** > Drive towards a call to action
- **Conversion>** Retargeting offers to followers & traffic

Consider Platforms & Formats
- Where does your audience spend their time?
- How can content support their 'needs'?
- What ad tactics can trigger a measurable response?

Develop the right Creative
- Design a campaign calendar for 3, 6 or 12 months
- Combine 'organic' content with 'call to action' creative
- Run a 'sprint' to develop each creative concept
- Build an 'at-hand' creative team with trusted creatives

Tracking Omni-Channel Behaviour

Web tracking and cookies provide a valuable source of data, helping you to see how your customers engage with content, allowing you to optimise and run targeted campaigns based on their behaviour.

Data which helps you trigger an upsell
- **Engagement** > Retargeting users based on on-site behaviour
- **Conversion** > Quantify effectiveness of ads in revenue generated
- **Segmenting** > Organising users according to different criteria

Converting Content into Customers
- Drive interest through relevant and organic content
- Understand what content performs best, building offers around it
- Build a validated audience segment to push promotions tactically
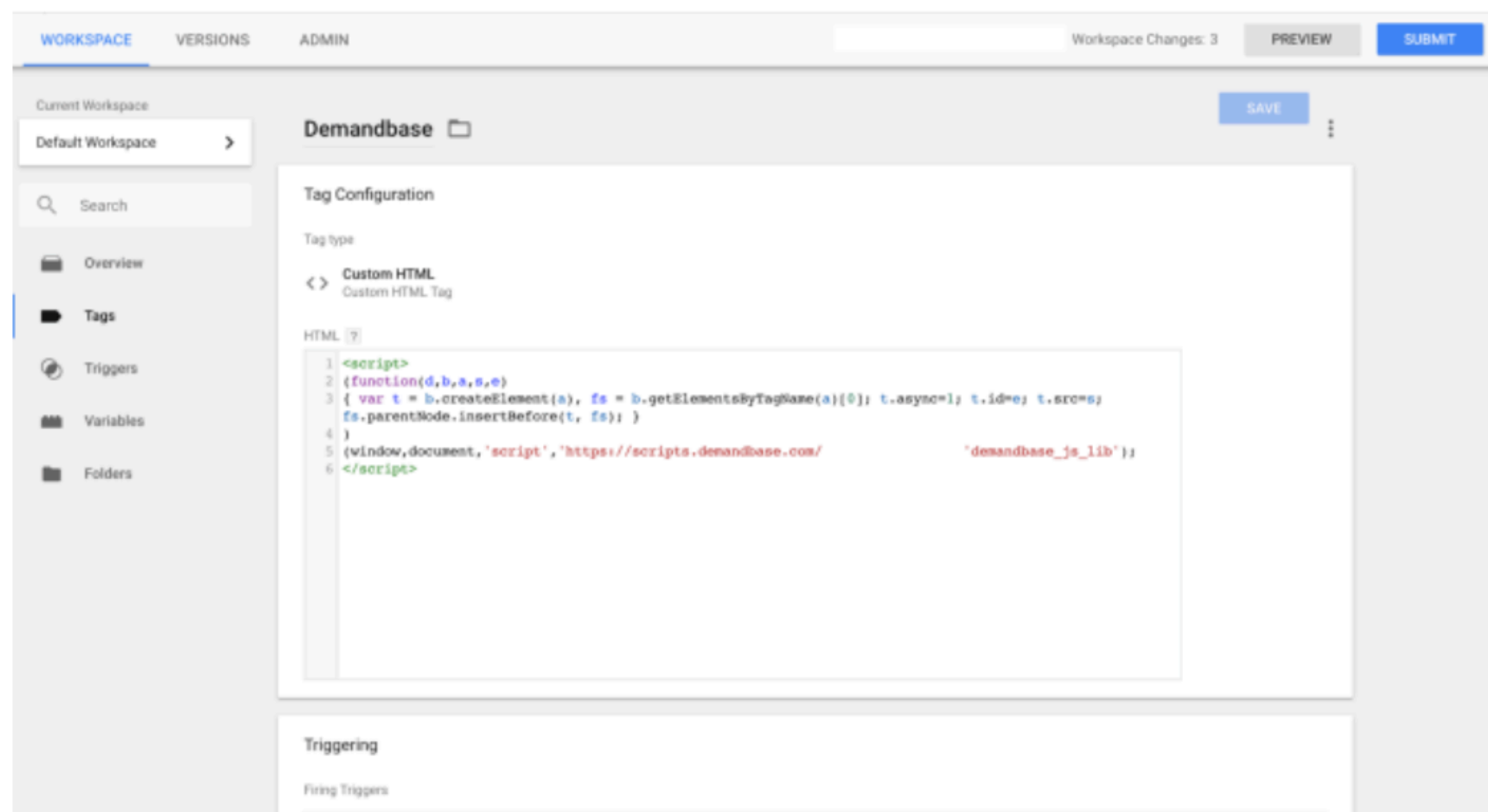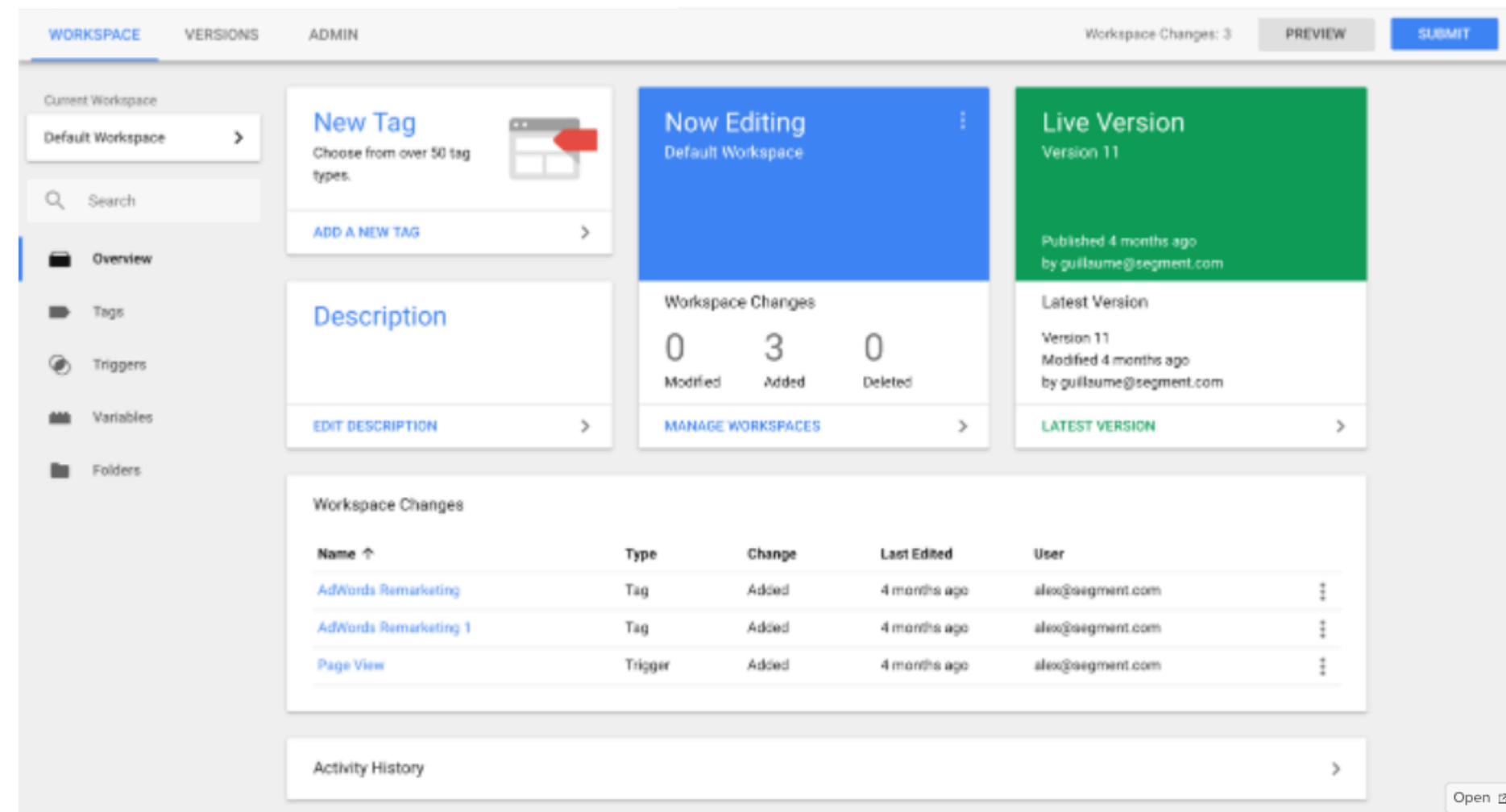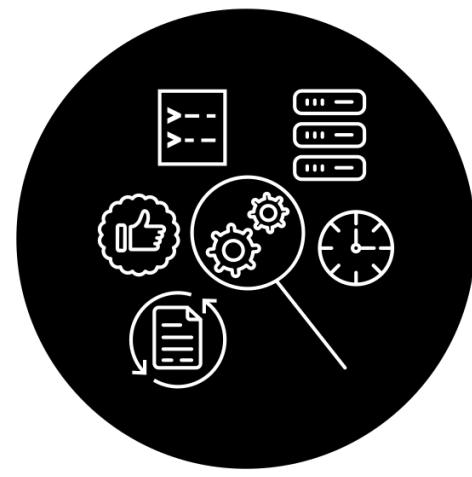
Marketing Automation

Get smart with your upsell by building sophisticated workflows which automate your marketing activities, helping you to run a smart marketing hub like a pro.

Marketing automation: where's the return?

- **Lead conversion** > Maintain a relationship ensuring initial interest evolves through to conversion

- **Guest experience** > Personalise the entire guest experience from initial interest to promoting a review.

- **Personalisation** > Capture information to help offer a personalised experience, presenting upsell opportunities

- **Omni-channel** > Build relationships across channels with platform integration and activity triggers
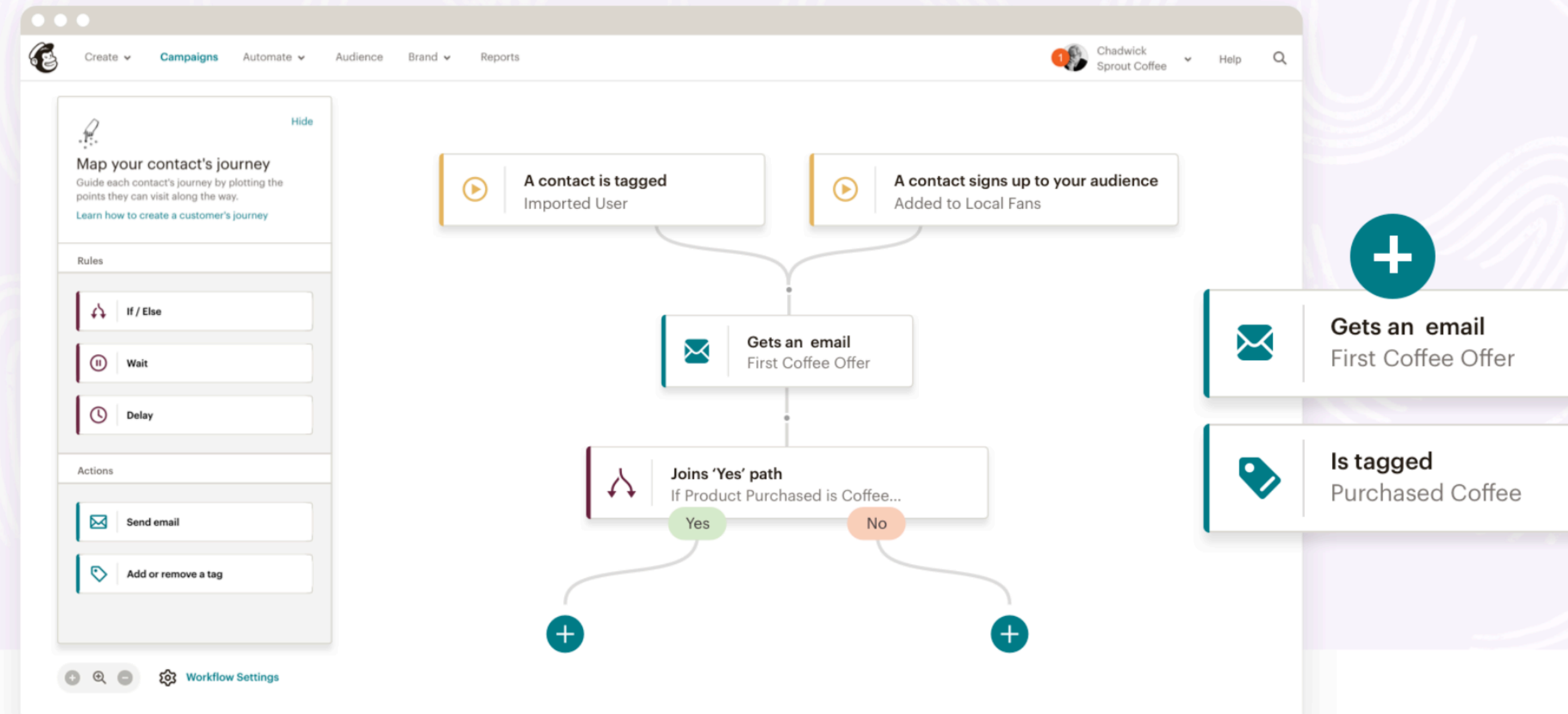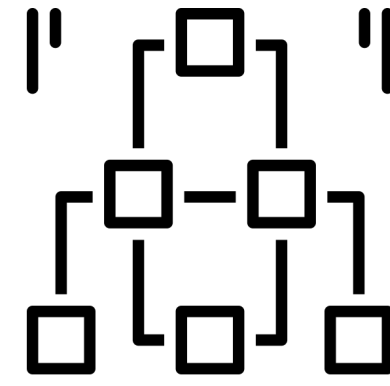
Building a Connected Ecosystem

One of the most valuable investments you can make in time and tools is to build yourself a connected digital ecosystem, from the 'back-office' workflow to marketing automation. This allows you to drive results in your sleep, automate follow-up and trigger tactical actions.

What does building a connected ecosystem look like?

- **Everyday marketing tools** > Tools like mailchimp and buffer help you plan content, marketing and storytelling with smart automations intuitively.

- **Pay as you grow** > Tools which can transform your engagement are often built around scale, starting free or inexpensive and building as you do.

- **Using integrations** > Start making connections, such as a sale in stripe, triggering a welcome e-mail series or segmenting your database.

- **Get sharp with sales** > Use cloud based tools to build a database of customers, build personalisations and automate basic interactions.
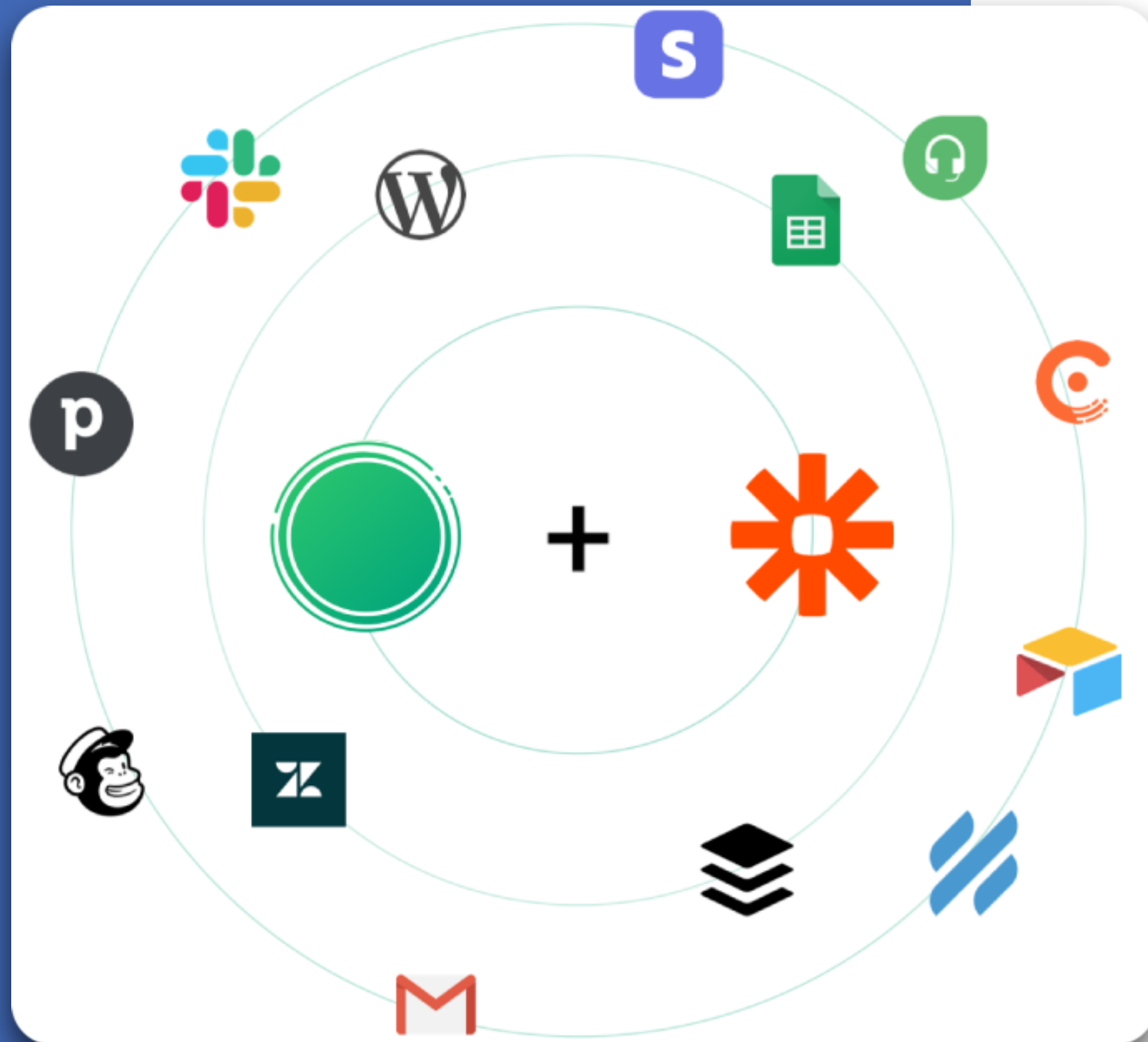
Drive success with optimisation

Use analytics and data insights to get a true grasp on the performance of your business. The benefit of doing this goes beyond digital optimisation, it's also the clue to understanding what potential guests are drawn to and where your site generates the strongest engagement. With this, you can focus on that when considering the upsell opportunity.

Finding value in insights

- **Website heat maps:** understand where people click, scroll and engage to optimise 'book' buttons or placement of content or experiences.

- **Core analytics:** understand which content is 'sticky', which pages drive interest, what people are looking for to plug gaps, answer common question or prioritise sources of traffic.

- **Optimise marketing:** learn from data when to engage, target and the content choices which will drive results.
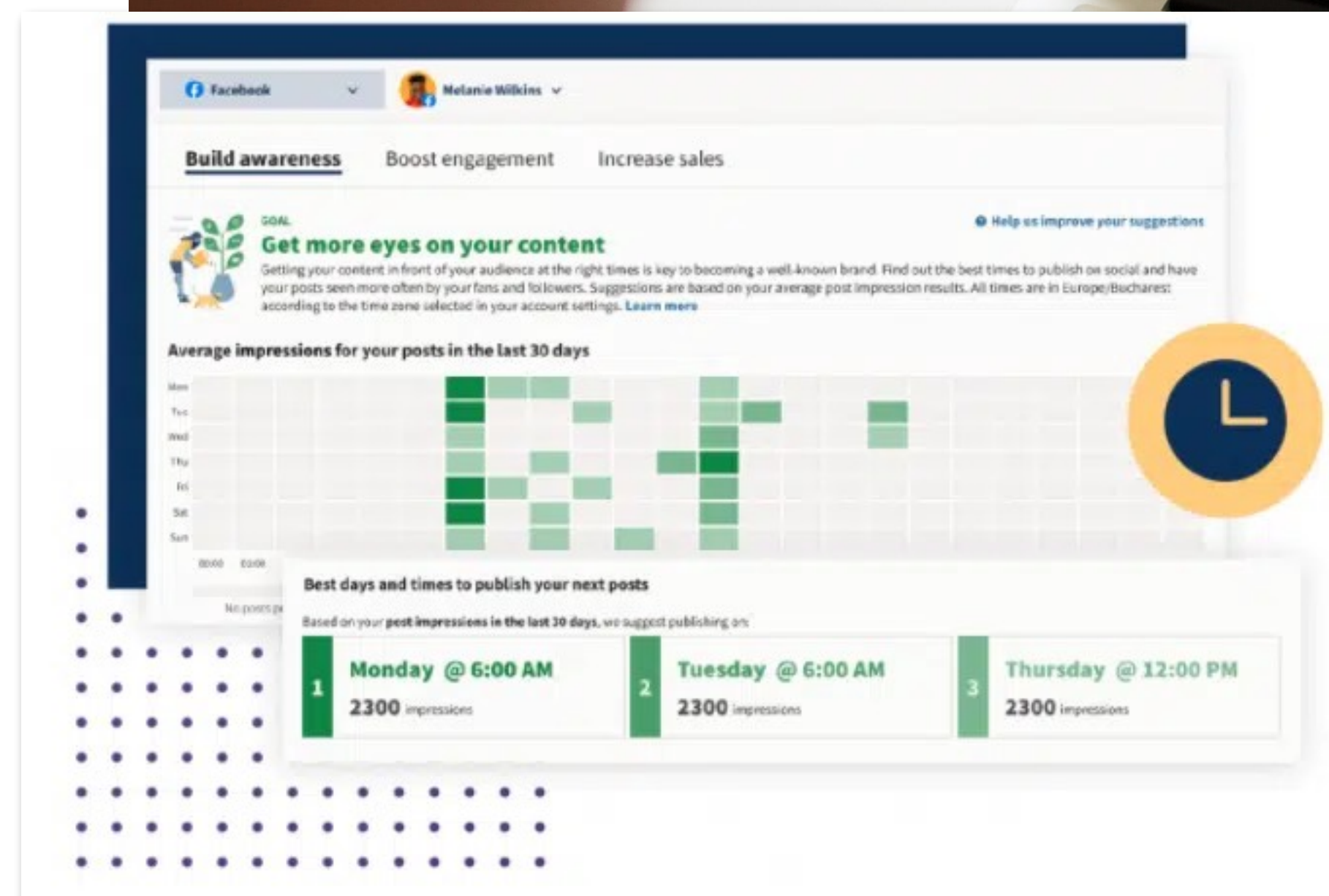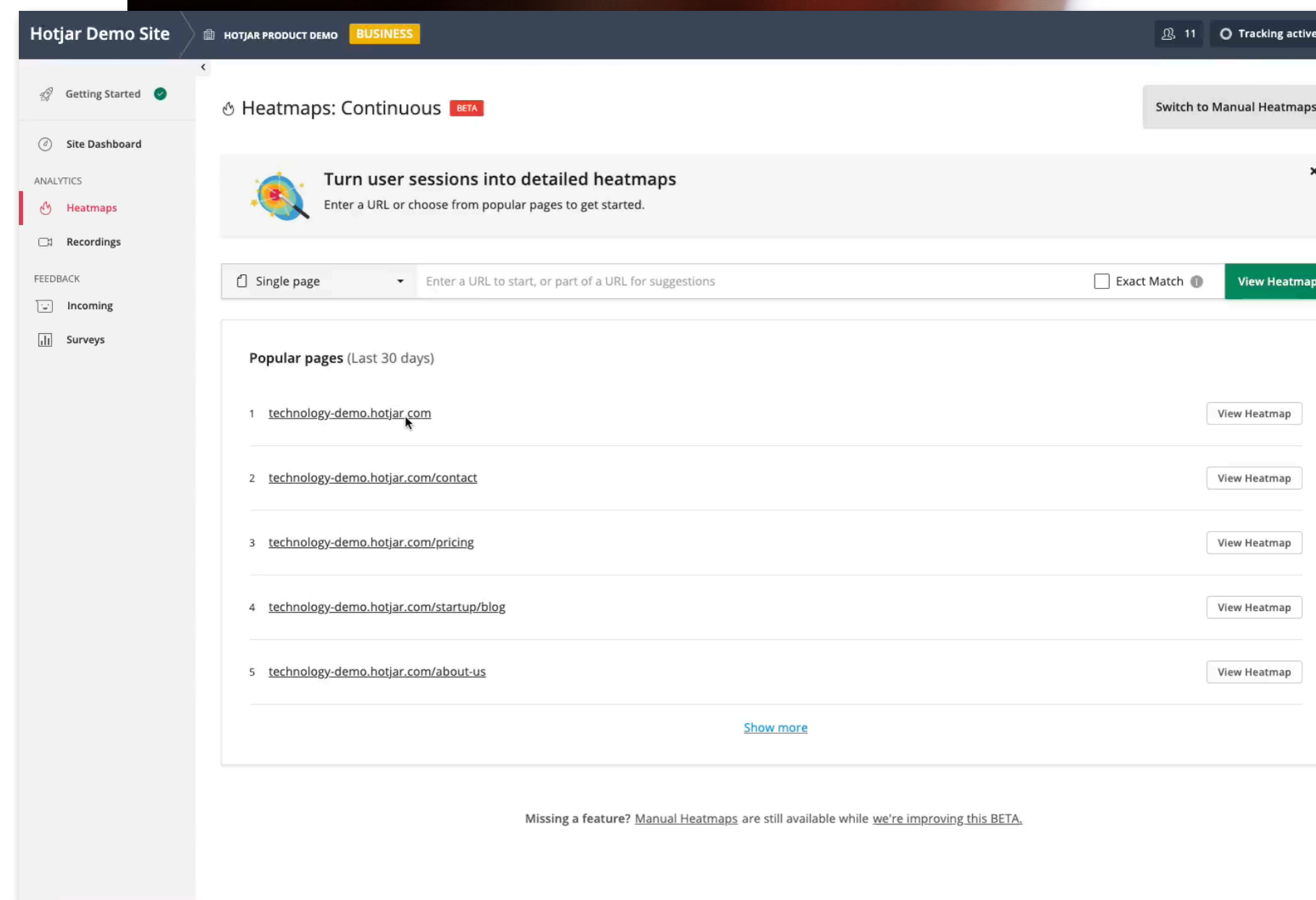
Maintaining Digital Relevance $\longrightarrow$ Drives Loyalty & Repeat Custom

Creating Digital Experiences $\longrightarrow$ Enables Direct Bookings & Upsell

Awareness   Interest   Planning   Conversion   Experiencing   Sharing

Maintaining Digital Relevance

Always-on
Content & Offers

'Behind the scenes'
product storytelling

Exclusive Invites
& Participation

Hybrid
Experiences

VIP &
Privilege Clubs

Seasonal
Campaigns

Collaborative
Marketing Initiatives

Personalised
incentives / offers

Subscriber Pre-
Sales & Previews

Digital
Subscriptions

Awareness

Interest

Planning

Conversion

Creating Digital Experiences

6.
Personalised Experience
✓
CRM driven

9.
"Keep-in-touch"
✓
newsletter opt-in
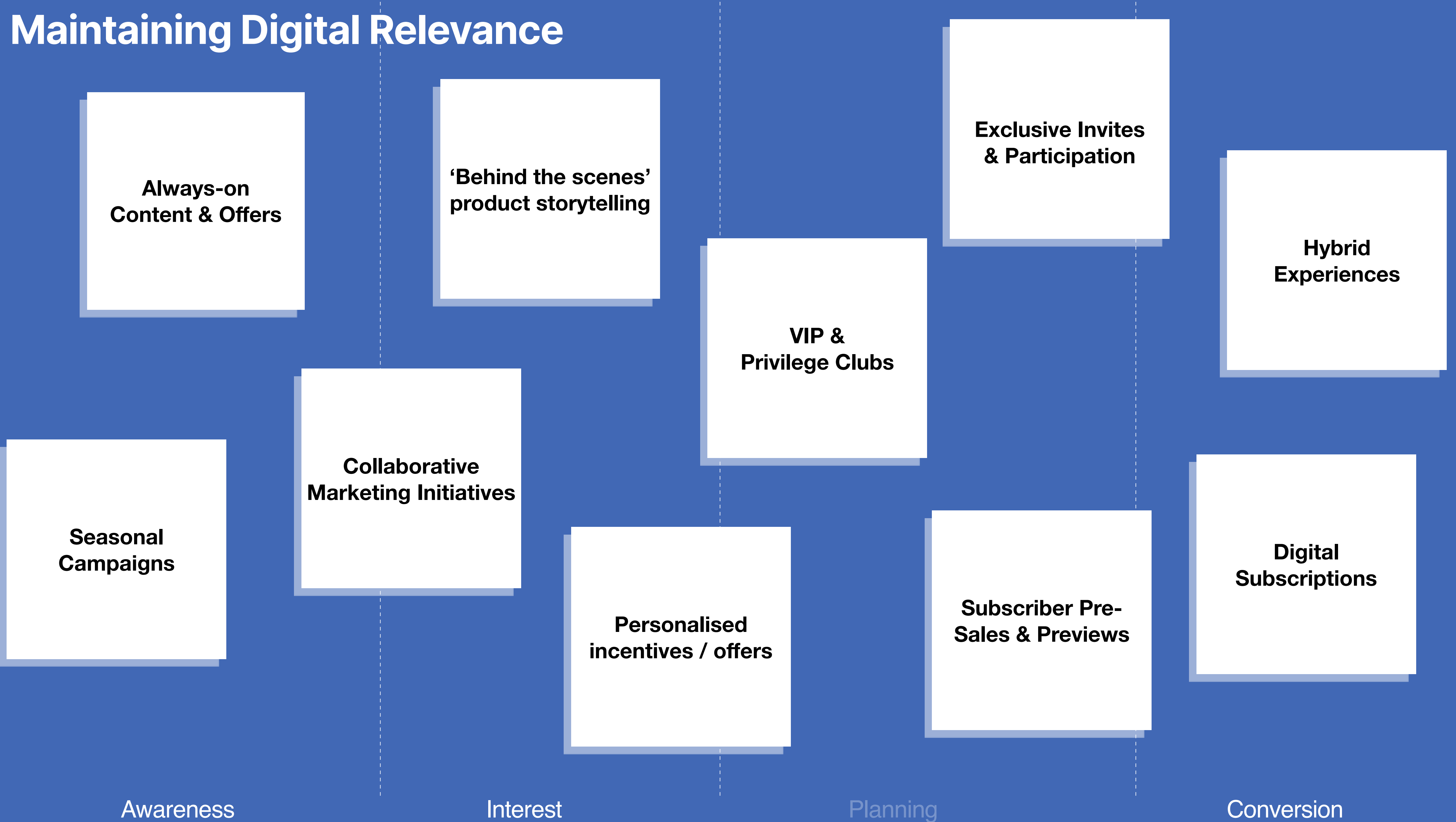
1.
Offer Personalisation
✓
data capture

2.
Direct Booking
✓
triggers workflow

4.
Anticipation & Discovery
✓
curated content

7.
Digital Concierge Experience
✓
Web / Messaging

10.
Relevant content maintains interest
✓
curated content

3.
Welcome E-Mail Series
✓
automation

5.
Upsell Enhanced Experiences
✓
smart targeting

8.
Content Discovery Prompts Upsell
✓
mobile content

11.
Personal offers trigger upsell
✓
curated content

Interest   Conversion   Experiencing   Sharing

Sara's customer journey

Tailor my experience form

So we can meet your needs, do you have any dietary requirements?

vegetarian

What were your motivations for booking with us?

a little time away

What are you hoping this time away will do for you?

relax and unwind

"Hey Sara 👋,

We see you are vegetarian. Right on!

We're sure you're going to love our new Harbour View vegan menu, inspired by our guest favourites and our locally sourced producers."

vegetarian

engagement

"Hey again 👋,

Before your trip, we thought we'd share with you our five **vegan top picks** nearby, which we think you're going to love.

If you want any more tips, just message our concierge who can help you plan an amazing experience."

vegetarian

engagement

"Welcome to Harbour View, when you arrive just let us know you're here.

As you told us you're here for **'a little time away'**, we've setup an 'escape' playlist' to help you get in then mood and escape your daily routine.

To really revitalise during your stay, why not join one of our **guided mindfulness walks** to help you **relax and unwind** during your stay."

a little time away   **relax and unwind**

engagement   **upsell**

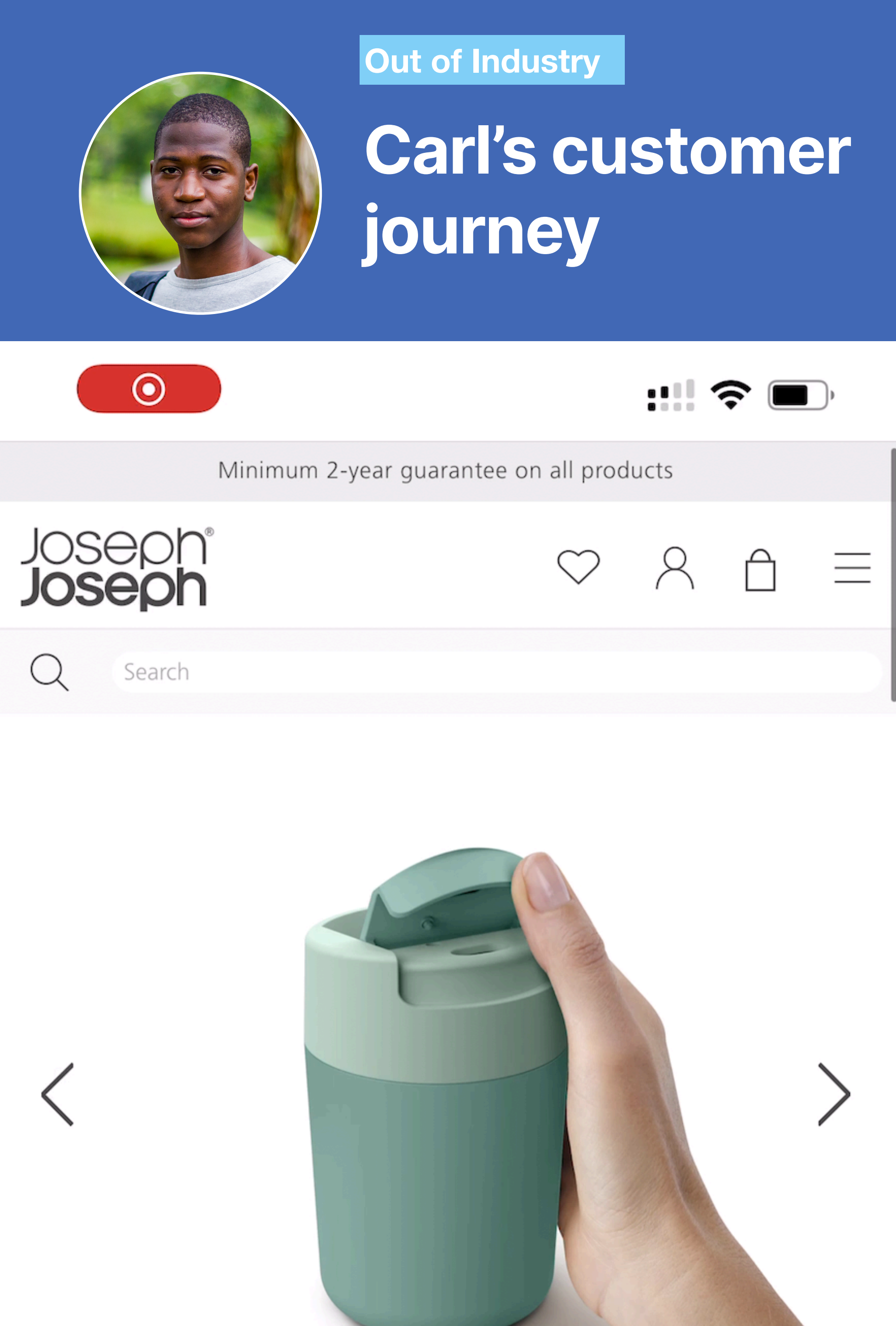"We hope you enjoyed your stay and you were able to **relax and unwind**.

We'd love to invite you to follow our Mindfulness series by signing up to our 'Mindful Lives: Tips for Healthier Living' series, inspired by the landscape around us.

We hope to see you back soon."

relax and unwind

engagement   **re-booking**

Carl's customer journey

Minimum 2-year guarantee on all products

Joseph Joseph®

Search

05th October 2021

Carl has previously purchased homeware from Joseph Joseph and as a result is signed-up to their newsletter.

He is always curious to browse their monthly newsletters.

newsletter   engagement

05th October 2021

Out of curiosity, Carl clicks to learn more about Sipp™ and browses the different colours and pricing option.

He's interested, but not in the mood for buying as he only just saw it.

website   tracking

11h October 2021

Having tracked Carl's interest in the product on the website, a trigger is fired to send an automated e-mail inviting him to 'take another look'.

This gentle nudge is tempting as indeed he was interested, but not ready. The added incentive of free delivery warrants a second look for Carl.

newsletter   retargeting

11h October 2021

A second look is so persuasive that Carl is convinced to buy. The experience of a fast mobile site (he was on public transport), combined with a level of detail that left no questions unanswered and reviews to support the decision, led Carl to tap buy (still undecided). The 1-click checkout experience with Apple Pay seals the deal.
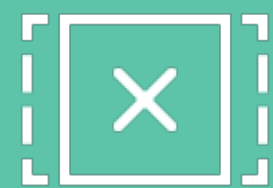
mobile website   1-click check-out
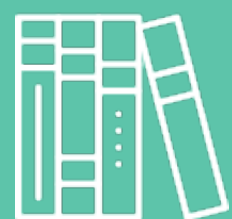
Creating Reasons to Return

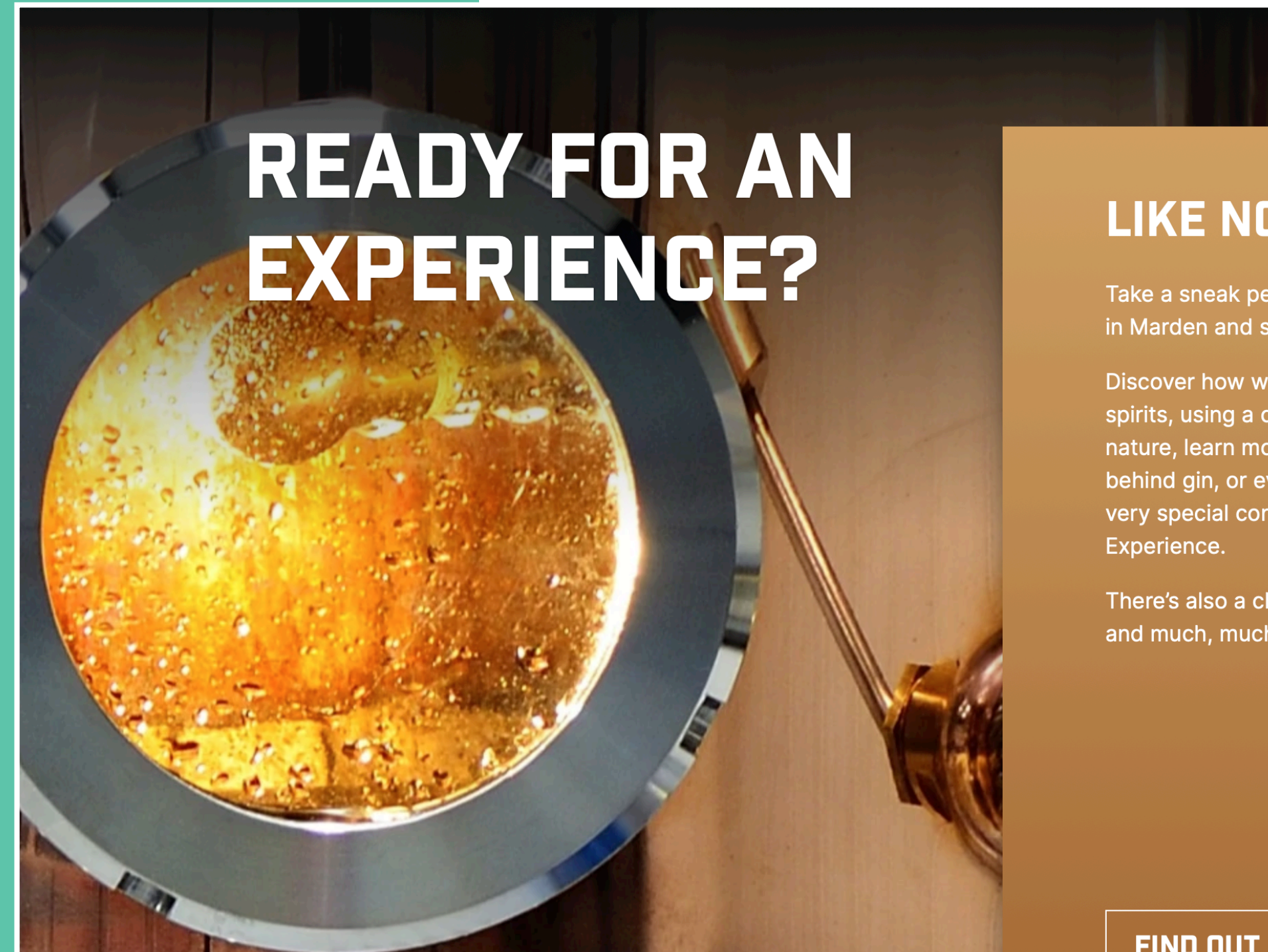# Individual Experiences

Blend a gin which is truly individual

Designing a label tocreate a lasting memory

A personal blend is stored for future visits

Personalised gifting offers further incentives

READY FOR AN EXPERIENCE?

LIKE NO OTHER...

Take a sneak peek behind the scenes at our distillery in Marden and see how the magic is made.

Discover how we create our unique award-winning spirits, using a carefully crafted blend of science and nature, learn more about the fascinating history behind gin, or even have a go at making your own very special concoctions with our Blending Experience.

There's also a chance to enjoy exclusive discounts, and much, much more.

FIND OUT MORE

The Added Value: every customer can select their favourite flavours and create their very own blend. They can also pick a nice label and name for their blend, making the experience absolutely unique.

Return visit incentive: the personal blend is stored as a special recipe for return visits and future purchases, creating a unique link between customers, product and business.
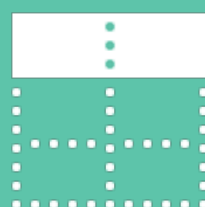
Marketing Automations

Build a rich profile of your customers

Leverage personal data to deliver relevant offers

Setup automations to trigger offers and incentives

Increase relevance and performance through segmentation

JOIN OUR BIRTHDAY CLUB

SIGN UP TODAY

SIGN UP FOR OUR LATEST OFFERS, NEWS AND TO JOIN OUR BIRTHDAY CLUB.

As a member of the club we'll send you a voucher for a free meal on your birthday*, exclusive offers, menu info and occasional pub news.

We hate spam as much as you do, so we promise never to sell your data to other people, or send too many emails. If at any time you want to stop hearing from us, just hit 'unsubscribe'.

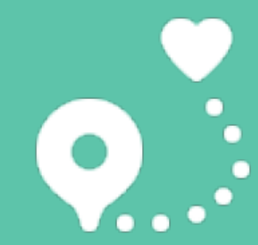WE LOOK FORWARD TO WELCOMING YOU SOON AND WISHING YOU A HAPPY BIRTHDAY.

BIRTHDAY CLUB

First Name *
First name

Last Name
Last name

Email *
Email address

Mobile Number
Mobile number

Your Birthday
DD / MM / YYYY

Your Local Pub *
Please choose...

By providing us with your details, you agree to Shepherd Neame Limited collecting and using your details to contact you regarding news, updates and other offers which we think will be of interest to you. You may unsubscribe at any time by clicking the unsubscribe link in all our emails. For more information about your rights and how we process your data, please read our privacy policy.

JOIN NOW

Creating reasons to return

Co-Created Service Design

Make personalisation a fun experience

Show the personalisation journey and the reward

Use logic and tagging to serve up curated offers

Capture data to re-engage dropped sessions or one-to-one support
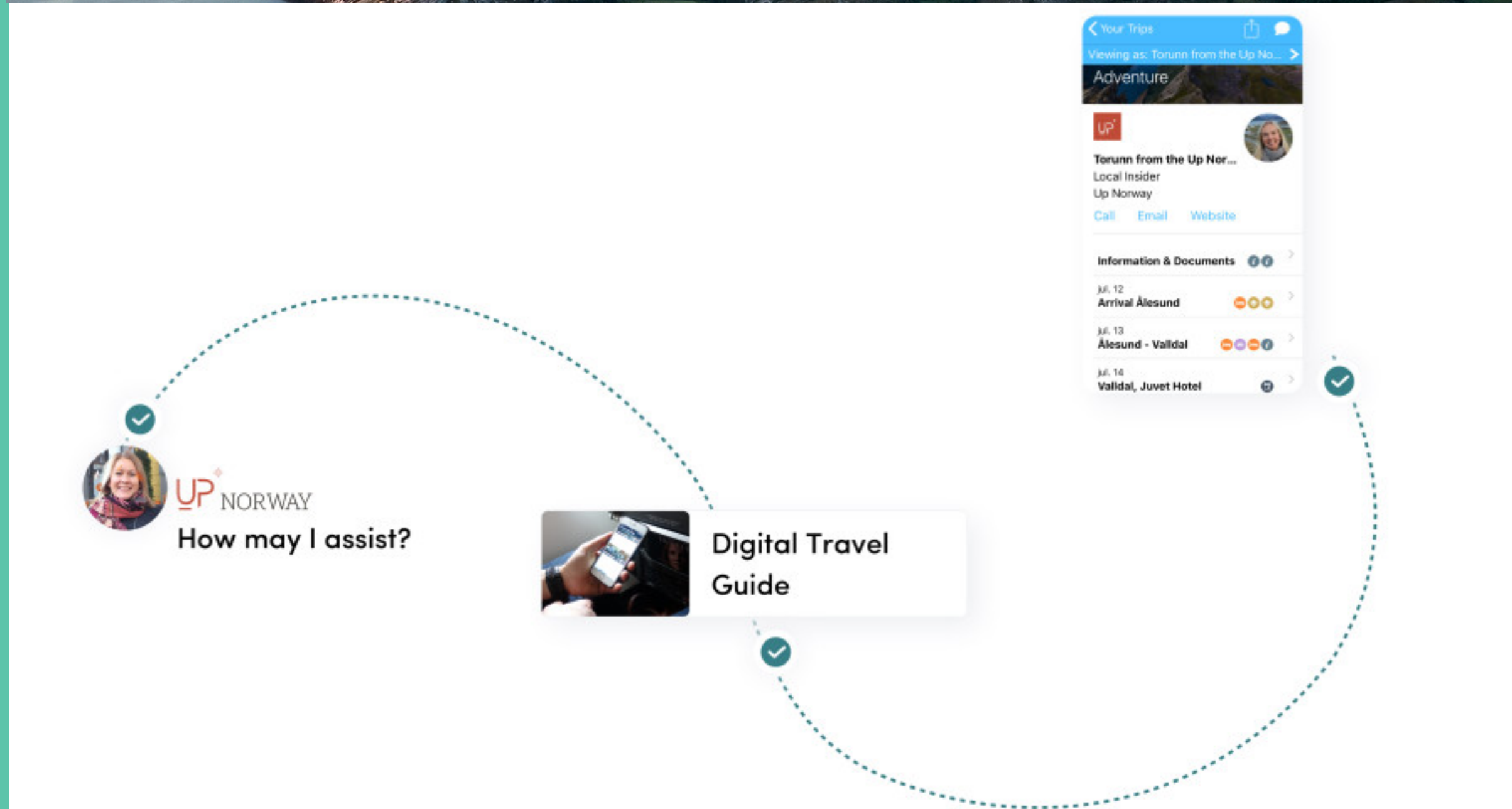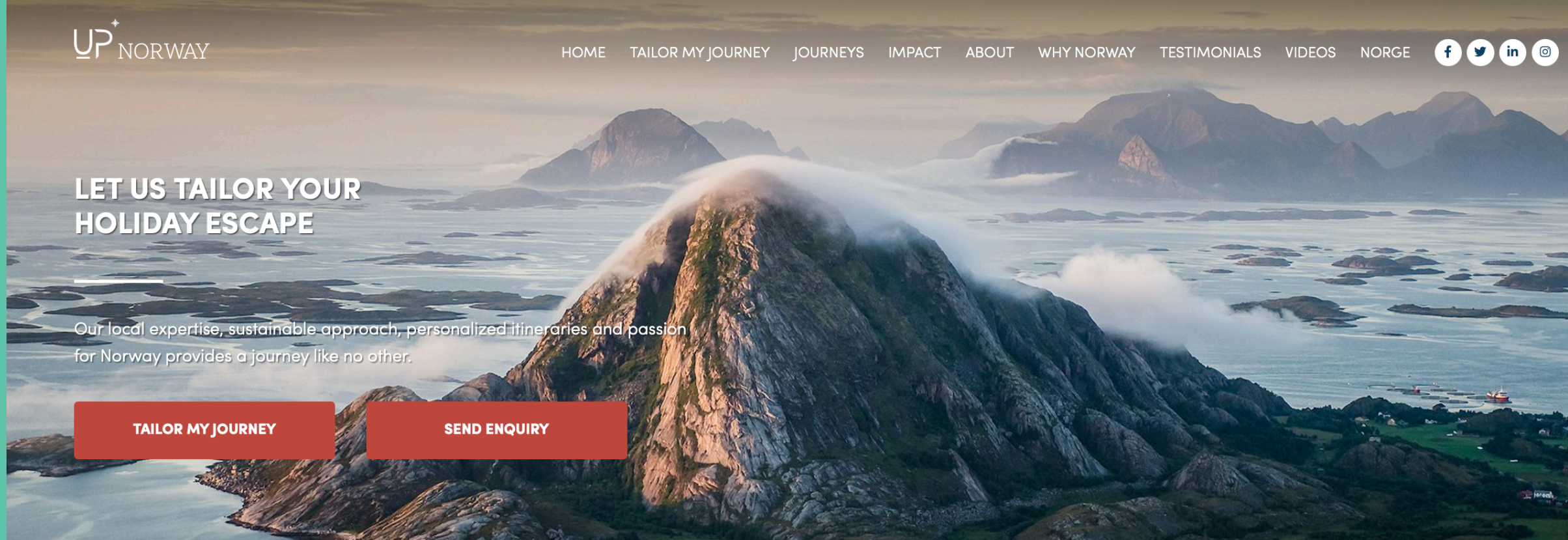
LET US TAILOR YOUR HOLIDAY ESCAPE

Our local expertise, sustainable approach, personalized itineraries and passion for Norway provides a journey like no other.

TAILOR MY JOURNEY   SEND ENQUIRY

How may I assist?

Digital Travel Guide

Personalised Marketing

Asking a few questions helps you and your customers

Everyday tools like Typeform make personalisation fun

Invest in the long-run relationship, not just a sale

Use tone of voice and language to create a conversation connection

Create your personal UpCircle skincare routine!

Skincare can be a minefield, so we wanted to make it super-easy - answer four quick questions to find our best products for your skin!

LET'S GO
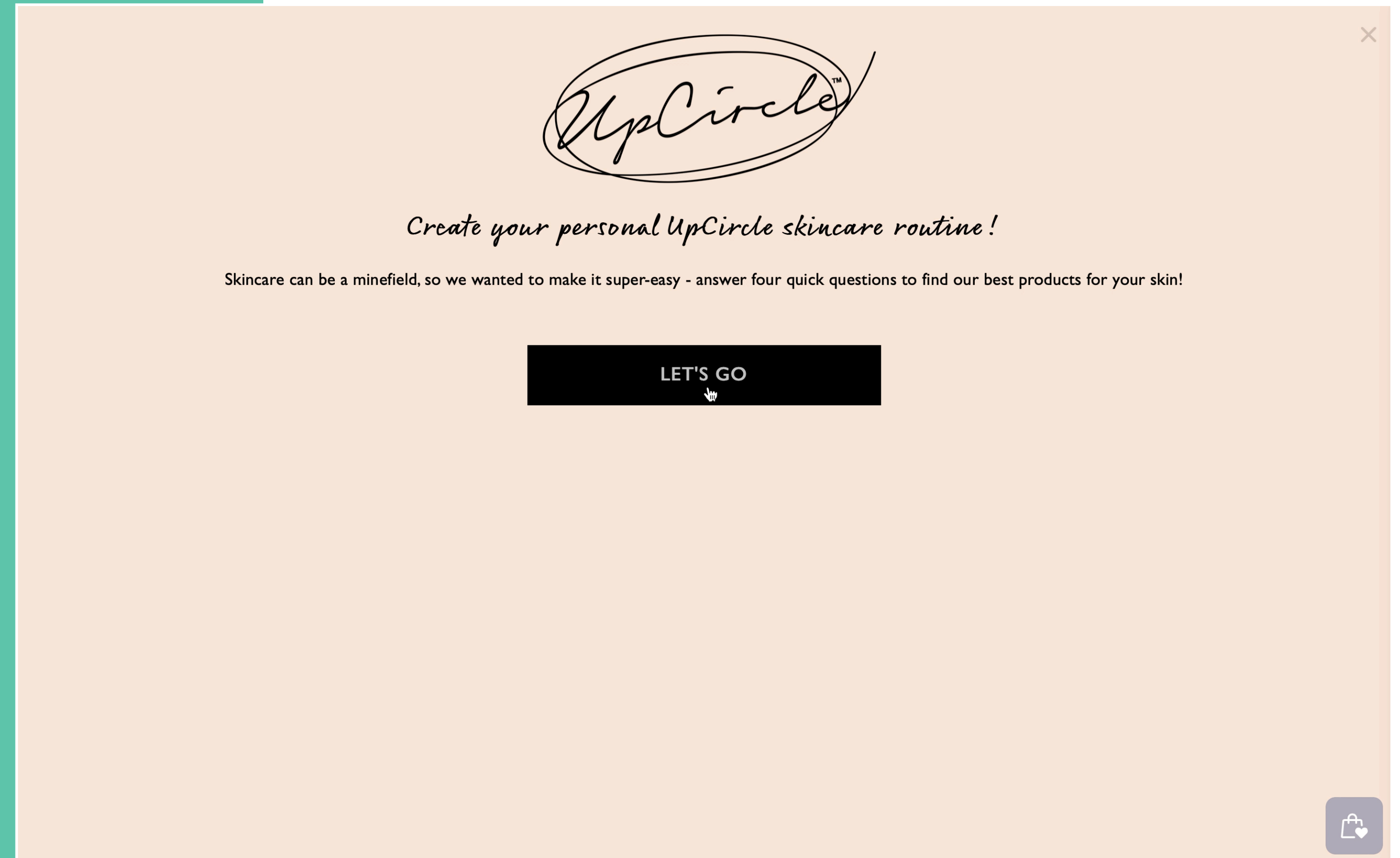
Always-on Product Relevance

Don't be shy to leverage 'always on' to be a relevant voice

Connect your guests' interest with the causes you're driven by

Connect story mission and values with experiences connecting them.

Think of innovative tweaks to stand out and invite demand by curiosity

REFILLS FOR DAYS!

On Earth Day 2021 we released a new ground-breaking initiative, our return + refill scheme.

We wanted give you an opportunity to **save packaging** and **save money** in a simple, easy way and well, we did it!

STATS SO FAR

It's been 295 days since Earth Day and you've already saved over 7,000 pieces of packaging equating to over £17,500 in savings for you!

A voice of reason and relevance

Tone of voice matters when competing digitally

Be ultra transparent and level with your customers. The good, the bad.

Involve guests in the ideas and the creation of new experiences

Build an engaged community by understanding what matters

monzo

Our tone of voice

Hello! 👋

Welcome to Monzo's tone of voice guide.

This is a (fairly) brief overview of how we write. It's for everyone in every team, and it applies to all the writing we do, inside and out.

We've opened this up to the world as well (hello world! 🌍), because we want to be held up to the lofty standards we set ourselves here. We believe in everything we've said, so if you see us falling short then please let us know.

Every word matters 📖

The words we put on screen and paper are one of the most important ways we have of showing people what we stand for. Not just our marketing, but all our

Experience Training

Upsell and Increase Return Visits