

Re-Engagement Campaign



SWIPE FILES

Hey there!

Welcome to the STR Email Marketing Mini Course! 🎉 I'm so glad to have you here, and I'm excited to help you make the most out of your email marketing efforts.



Included in this course is a re-engagement sequence designed to help you reconnect with past guests and keep your property top of mind for future bookings. I've created this sequence with flexibility in mind—so feel free to use the Mad Libs-style templates to infuse your own brand language, personality, and unique style throughout each email. After all, your guests chose your property because of what makes it special, and your emails should reflect that!

As you work through the course, remember that consistency and authenticity are key. Regularly reaching out to your past guests with valuable content and personalized messages will strengthen your relationship with them and increase the likelihood of repeat bookings. If you have any questions along the way or need a helping hand, don't hesitate to reach out. I offer done-for-you email marketing support, and I'm here to make sure your emails are as stellar as your property!

Cheers,
Steph

A handwritten signature in a cursive script that reads "Steph". The signature is written in a dark color, possibly black or dark grey ink.

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Email 1

Sent Week 1

Subject: Thank You, [FIRST NAME]! Your Stay at [PROPERTY NAME] Meant the World to Us!

Preview: We hope you'll be back soon.

Body:

Hey there, [FIRST NAME]!

I hope this email finds you enjoying plenty of [SOMETHING they enjoyed at your property] (and if not, that just means you've got to get back to [DESTINATION]).

This is [YOUR NAME] from [PROPERTY NAME], and I just wanted to reach out and say a big thank you for choosing to stay with us. Your recent visit truly meant the world to us, and we're so glad you had a chance to experience the charm of [DESTINATION].

We hope you had a wonderful time [DOING SOMETHING], relaxing in our [ADJECTIVE] and [ADJECTIVE] space, and making some great memories. From the thoughtful [FEATURES, e.g., beach amenities] to the well-equipped [FEATURE, e.g., kitchen], it's our priority to make every stay as comfortable and enjoyable as possible.

So, we're curious... What was your favorite part of your trip to [DESTINATION]? We can't wait to hear from you and hopefully see you again soon.

Until next time,
[YOUR NAME]
[PROPERTY NAME]

PS - Already thinking about your next visit? Use the code [INSERT] to save [X] when you book by [date].

Email 2

Sent Week 2

Subject: Have You Explored These Hidden Gems in [DESTINATION]?

Preview: Discover the magic of our little paradise.

Body:

Hi [FIRST NAME],

It's [YOUR NAME] from [PROPERTY NAME], and I wanted to share some hidden gems you may have missed during your stay. Did you get a chance to [ACTIVITY] or [ACTIVITY]? These moments are what make [DESTINATION] truly magical.

One of my favorite things to do is grab a morning coffee at [LOCAL BUSINESS] or enjoy a meal at [LOCAL BUSINESS]. The area is packed with special spots that are just waiting to be explored. Whether you're planning a family getaway or a relaxing weekend escape, [DESTINATION] has something special for everyone.

If you're thinking about visiting us again, we'd love to have you back! Use code [DISCOUNT CODE] for [DISCOUNT]% off your next stay if you book by [DATE]. Come back and experience the unique charm and hospitality that [PROPERTY NAME] has to offer!

See you soon,
[YOUR NAME]
[PROPERTY NAME]

PS - Did you know we have a new [ADJECTIVE] spot for your stay?! Check out our new [ROOM TYPE, e.g., condo] [LINK TO PROPERTY].

Email 3

Sent Week 3

Subject: Your [DESTINATION] Weekend Itinerary

Preview: Here's how to plan your perfect getaway.

Body:

Hey [FIRST NAME],

I hope you're doing well and daydreaming about your next getaway to [DESTINATION]! [PROPERTY NAME] is calling you back for another unforgettable adventure. Whether it's [ACTIVITY], [ACTIVITY], or savoring delicious food at local favorites like [RESTAURANT], there's always something to explore.

One of the things our guests love most is the easy access to both the [DESCRIBE LOCATION] and the [DESCRIBE LOCATION]. Imagine waking up to [PAINT PICTURE OF THEIR EXPERIENCE]. From [ATTRACTION] to [ACTIVITY], there's no shortage of fun to be had!

We'd be thrilled to welcome you back for another stay. Use code [DISCOUNT CODE] to enjoy [DISCOUNT]% savings on your booking, valid until [DATE]. Let's make more beautiful memories together at [PROPERTY NAME]!

Take care,

[YOUR NAME]

[PROPERTY NAME]

Email 4

Sent Week 4

Subject: [FIRST NAME], Plan Your Next Stay and SAVE!

Preview: Here's what they're saying...

Body:

Hi there, [FIRST NAME]!

I was SO pumped to send you this email today because it includes your official invite back to our [ADJECTIVE], [ADJECTIVE] [PROPERTY TYPE, e.g., condos] in [DESTINATION].

We're excited to offer a special discount just for our past guests. When you book directly with us using code [DISCOUNT CODE] by [DATE], you'll receive [DISCOUNT]% off your next stay. We love making our guests feel special, and this is our little way of saying thank you for being a part of our [PROPERTY NAME] family.

Here's what one of our guests recently shared:

[PHOTO/QUOTE FROM A GUEST REVIEW]

Don't miss out on this exclusive offer—book your next stay with us and let's create more wonderful memories together. We can't wait to welcome you back with open arms!

Best,

[YOUR NAME]

[PROPERTY NAME]

Email 5

Sent Week 5

Subject: Extra Savings Just for You, [FIRST NAME]!

Preview: Sweeten your stay with an exclusive offer.

Body:

Well [FIRST NAME], this is it.

I've shared my [DESTINATION] favorites with you and shared a special code for [DISCOUNT]% savings on your next stay.

To sweeten your next stay at [PROPERTY NAME], we're offering a [AMOUNT, e.g., \$50] gift card towards a [EXPERIENCE, e.g., restaurant] of your choice when you come stay with us.

Imagine yourself back on the [SETTING], sipping on a [DRINK] and enjoying the [SENSORY DETAIL]. Our charming [DESTINATION] is the perfect spot for a relaxing escape, and we'd love to welcome you back for another unforgettable stay. Come and soak up the [DESCRIBE ATMOSPHERE] and make more wonderful memories with us!

See you soon,

[YOUR NAME]

[PROPERTY NAME]