

# Routes 360 – Email best practice

Optimise your Routes 360 email campaigns







# How it works

Deliver targeted campaigns to support your marketing strategy, communicate new route successes or opportunities, and complement your event attendance. As part of your Routes 360 membership, you can send up to three bespoke email campaigns a year (additional campaigns can be purchased if desired).



### **Step 1 – Prior to sending your content** Book in your campaign dates for the year by sending an email to <u>louise.steel@informa.com</u> with your preferred dates.



# Step 4 – Approve your campaign

Our team will build your customised email and send a test for your approval prior to delivering it to your segmented audience.



## Step 2 – Identify your audience

Tell us who your target audience will be for the email campaign. Our data can be split between organisation type, location/region, and attendees of Routes events.



### **Step 3 – Providing your content**

Provide the text and images in a word document at least 5 days in advance of your allocated campaign date. HTML content must be received at least 1 week in advance.



# **Step 5 – Receive your performance report** Once your email has been delivered, we will

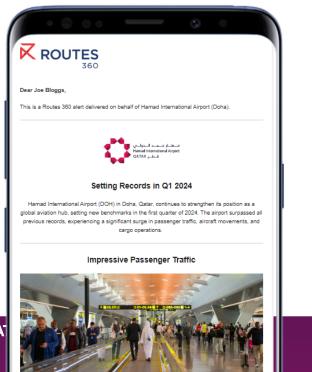
provide you with an in-depth report on the campaign performance within one month.



# Best practice – identify your campaigns objectives

# Directly communicate success in your route development strategy

Demonstrate how your organisation is supporting airline partners with incentives and cooperative campaigns.



### Highlight successes and achievements

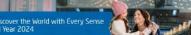
Drive key targets to your latest Routes 360 news uploads and press releases by creating a custom newsletter.



# Showcase your brand and marketing messages

Increase brand awareness with rich content including infographics, videos, and images.







# Best practice – identify your campaigns objectives

Provide insight into products and services provided by your organisation Highlight how your offerings benefit the route development community and increase engagement with your brand.



# gated content hosted on your profile. **ROUTES** Dear Joe Bloggs This is a Routes 360 alert delivered on behalf of Bratislava International Airport. Bratislava Airport: Gateway to Slovakia & Central Europe Bratislava Airport - the largest international airport in Slovakia - stands as the ideal gateway to this splendid country. Bratislava region is rapidly growing in Europe, boasting numerous tourist attractions alongside a thriving industrial and commercial sector Bratislava region facts and figures: Population: 723.700 inhabitants GDP per capita: 38,761 EUR (113 % of EU average

Share on the total GDP of Slovakia: 28.4 %

**Drive views to your Routes 360** 

profile content

Increase views of your profile and

airline engagement by driving users to

### Promote your Routes event attendance

Enhance your virtual or live attendance at a Routes event to ensure you secure meetings with target organisations.



Join us at our stand HN17, a hub where you're invite to engage with our team, exchange insights, and explore potential collaborations.

This exclusive free-of-charge event brings together professionals from Destination Marketing Organizations (DMOs) and Tourism Boards for a deep dive into best practices in destination marketing and collaborative strategies. As we navigate the dynamic landscape of the travel industry, the forum will explore key topics such as Airport-DMO collaboration, effective destination management, and the strategio use of travel intelligence for decision-making.

#### AVIATI



# **Best practice – identify your audience**

Email campaigns allow you to leverage a quality audience of aviation stakeholders from around the world.

Combine targeting criteria to build your ideal persona and ensure you're reaching the right people, at the right time with your content to meet your business objectives. Targeting options include:

#### **Organisations/Type**

Target companies or select a specific type of organisation to receive your campaign.

#### **Country/Region**

Segment emails to ensure they're delivered to stakeholders from your target regions.

#### Executives Senior Management Supplier Heads of Airline Organisation Users by Users by organisation seniority Destination type Miscellaneous Middle Management Airport Geographical breakdown of Routes 360 subscribers

#### **Event attendance**

Communicate with attendees before or after a Routes event.

AVIATION WEEK NETWORK



# Best practice – providing your content



# Grab attention with your subject line

Use actionable language and provide an incentive for readers to open your email. We've found that subject lines that receive a higher open rate have:

- 50 characters or less
- Include your organisation name/IATA code
- Tell people what information is inside the email

### Establish a strong call to action (CTA)



Identify what you want to achieve from your email and incorporate an effective call to action. This could be for users to download a PDF from your Routes 360 page, contact you, or visit your profile.

### Show your most important information first



Place your most important information in the first 15% of the email. Content placed in this area should encourage users to read the rest of the message or to click on a link.



### Include hyperlinks and buttons

Direct readers to pages and content on your Routes 360 profile or encourage users to contact you directly by linking text or adding buttons to your emails. Ensure your key contacts, information and assets are up to date.



### **Consider using rich content**

Boost engagement with infographics, images, videos, and link back to your Routes 360 profile.

# Segment your audience

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Considering your campaigns objectives, tailor your content to a segmented audience for higher interaction.

## **Optimised sending**



Choosing which day to send your campaign can help increase engagement. On average, the best days to send a campaign to our data are Wednesdays, Thursdays, and Fridays.

