



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 louise.steel@informa.com 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 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.



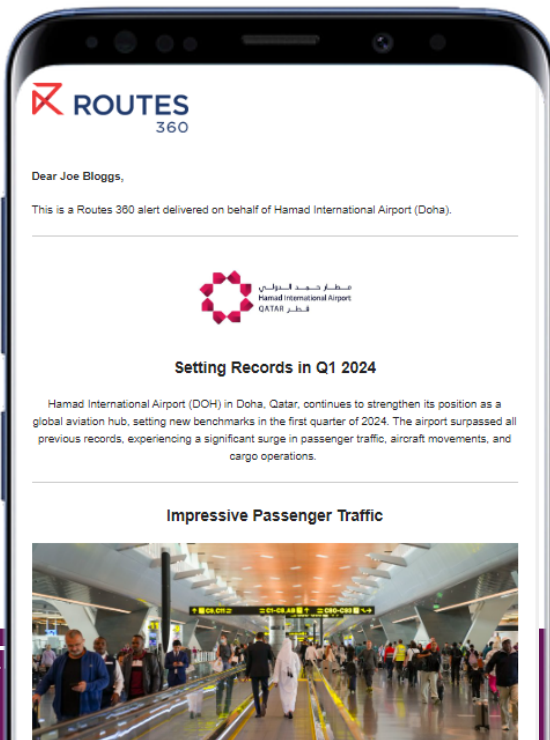
Step 3 – Providing your content

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.

Best practice – identify your campaigns objectives

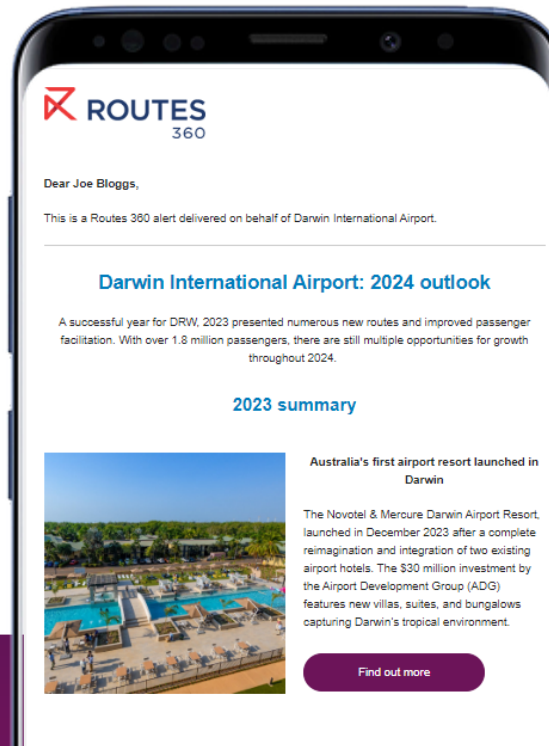
Directly communicate success in your route development strategy

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



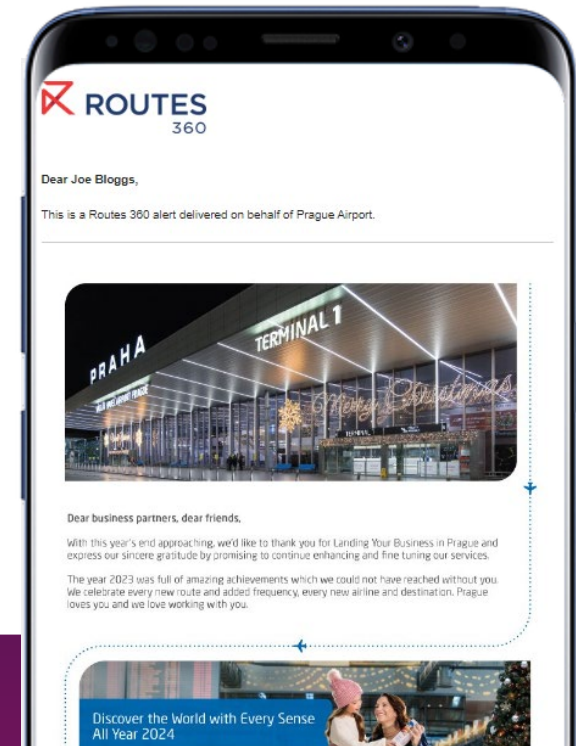
Highlight successes and achievements

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



Showcase your brand and marketing messages

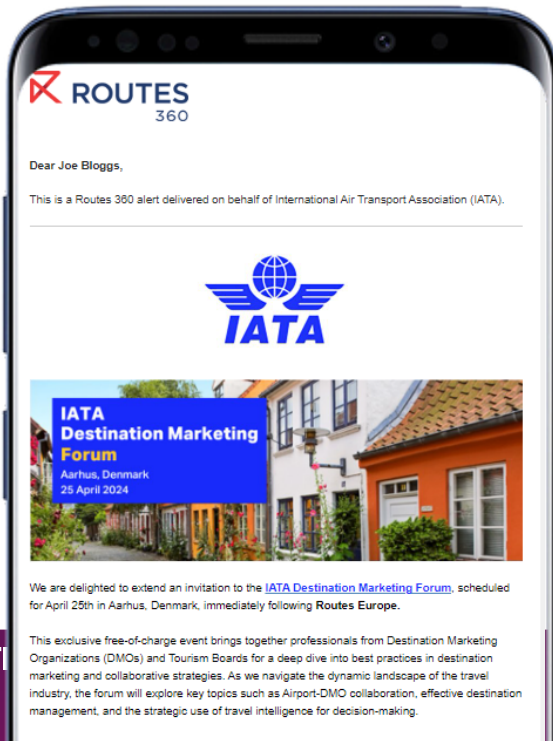
Increase brand awareness with rich content including infographics, videos, and images.



Best practice – identify your campaigns objectives

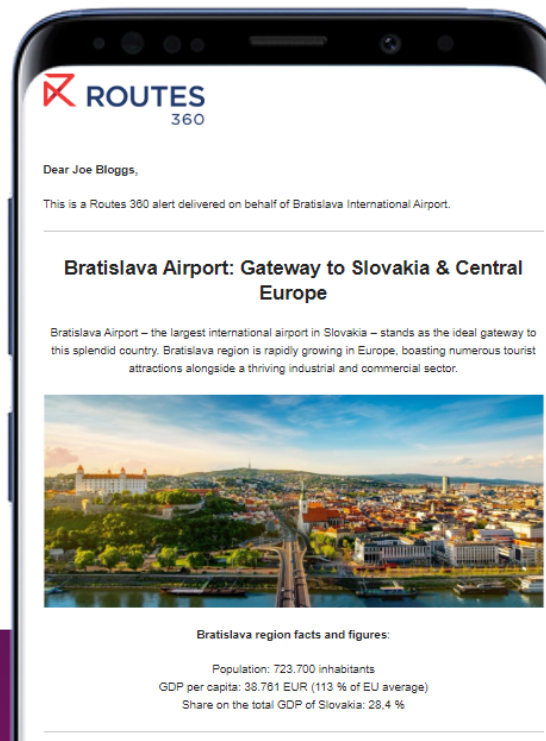
Provide insight into products and services provided by your organisation

Highlight how your offerings benefit the route development community and increase engagement with your brand.



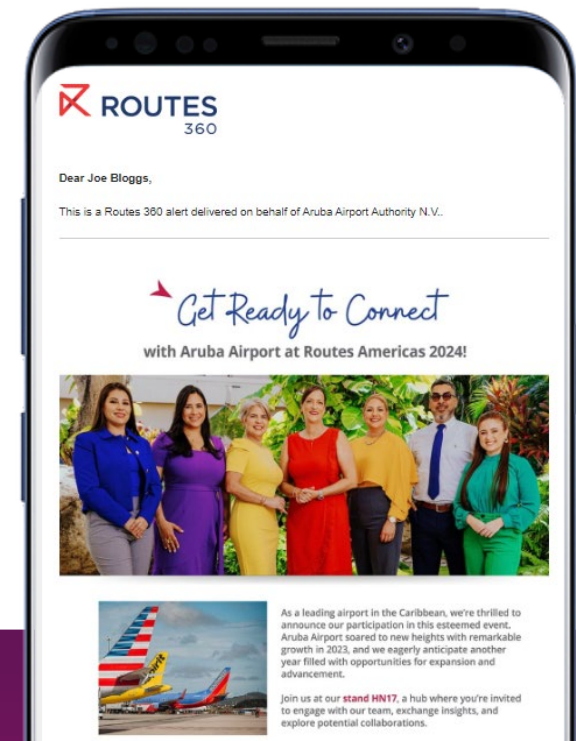
Drive views to your Routes 360 profile content

Increase views of your profile and airline engagement by driving users to gated content hosted on your profile.



Promote your Routes event attendance

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



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

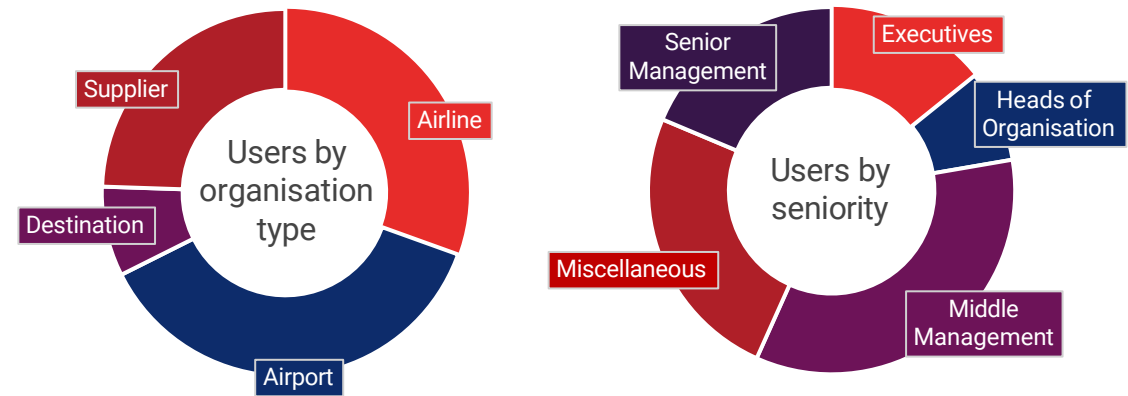
Target companies or select a specific type of organisation to receive your campaign.

Country/Region

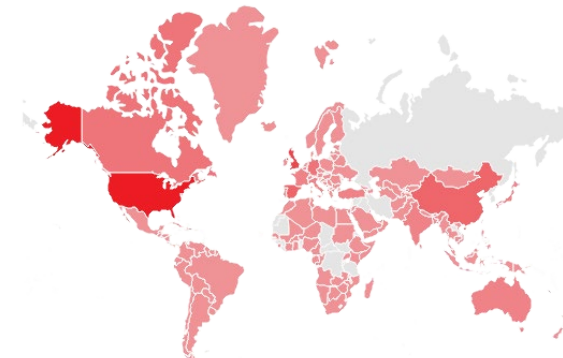
Segment emails to ensure they're delivered to stakeholders from your target regions.

Event attendance

Communicate with attendees before or after a Routes event.



Geographical breakdown of Routes 360 subscribers



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

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.