

9<sup>th</sup> September 2024

# Maximising Sales with Effective Email Marketing

*Claire*

CLAIRE  
PAYNE  
MARKETING

# Nice to Meet You!

*Claire Payne*

- 20 Year Career in Marketing
- Trained and Mentored SME Business Owners for the past 6 years.
- NLP Certified Practitioner
- Serviced Accommodation Operator and Property Investor.
- Wife to Terry Mum to Summer Dog mum to Khan



# What will you get from today?

*Claire*

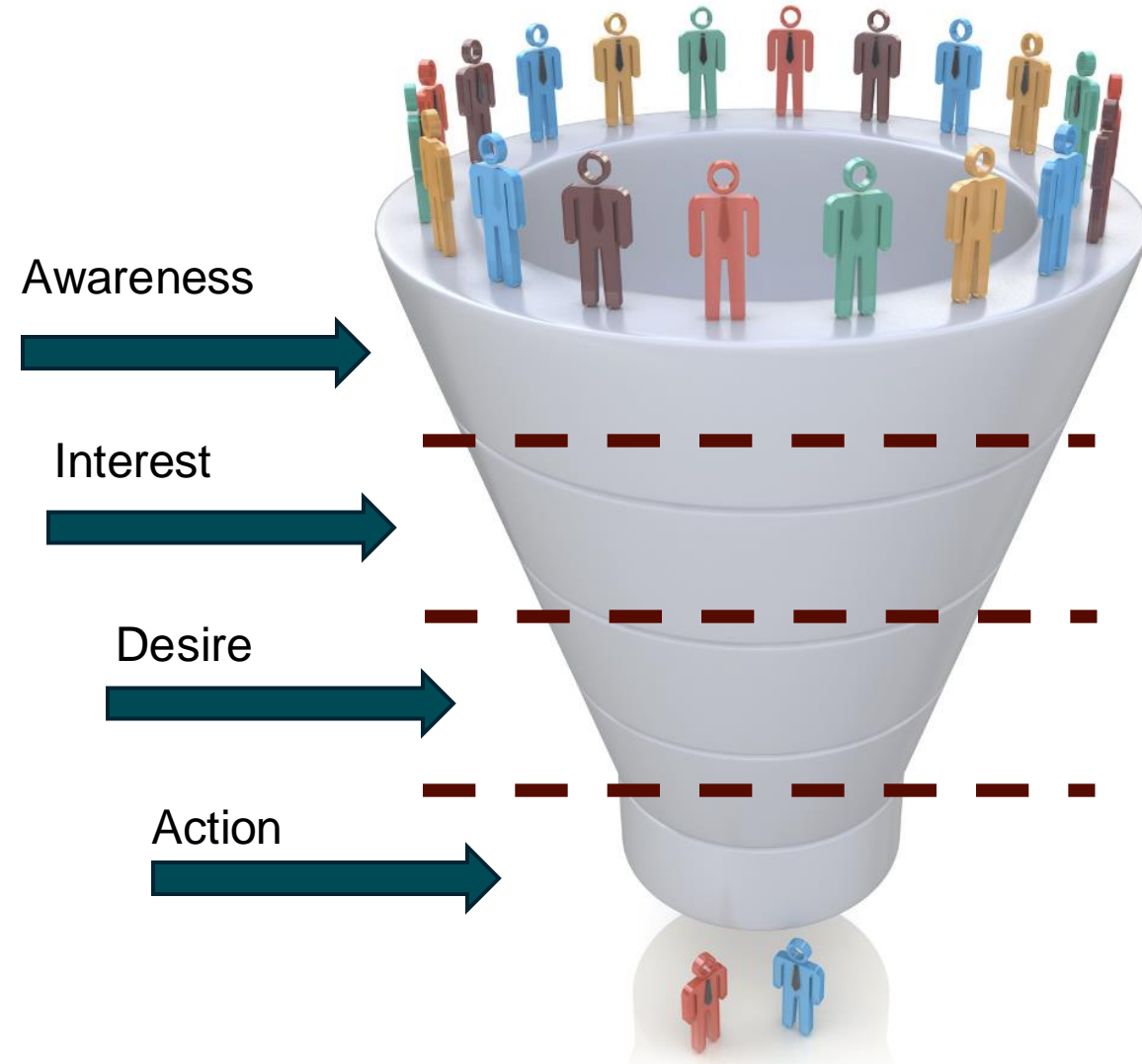
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MARKETING

Learn why email marketing still has an important role to play within your marketing activity, and how you can leverage it as an effective part of your sales funnel

**But first...**

# A Typical Marketing Funnel

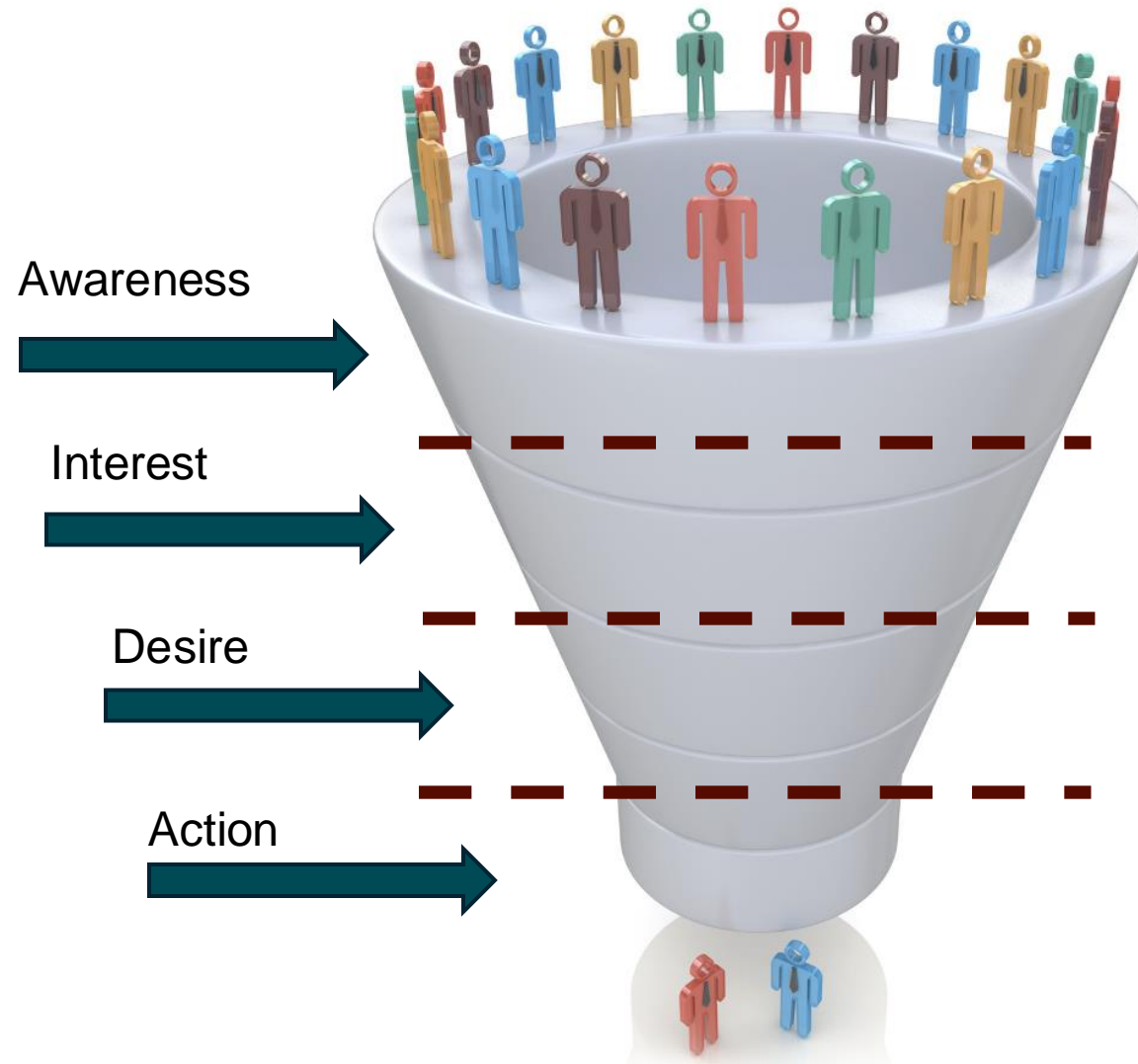
The are four stages of a journey with you that people will go on before they buy from you.



A large, 3D-rendered red '10%' is positioned on the left side of the slide. The numbers and the percentage symbol are thick and have a slight shadow, giving them a three-dimensional appearance.

Less than 10% of people are at buying stage immediately after coming across your business

# A Typical Marketing Funnel



Social Media

Networking

Recommendation / Referrals

Sales Calls

PR and Advertising

And...

# Email Marketing

It allows you to build deeper relationships, nurture leads over time, and drive consistent conversions directly through a targeted and personalised approach



# Email Marketing Supports Your Funnel

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**Keep You Top of Mind**

**Build Familiarity**

**Nurture Prospects**

**Create Interest**

**Develop Trust**

**Drive Action**





# Some Will Say...

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1. Still one of the Highest ROI Channels
2. Cost effective
3. Can be automated to consistently nurtures relationships
4. Can be highly targeted and personalised
5. Supports omnichannel strategies
6. Easy to scale

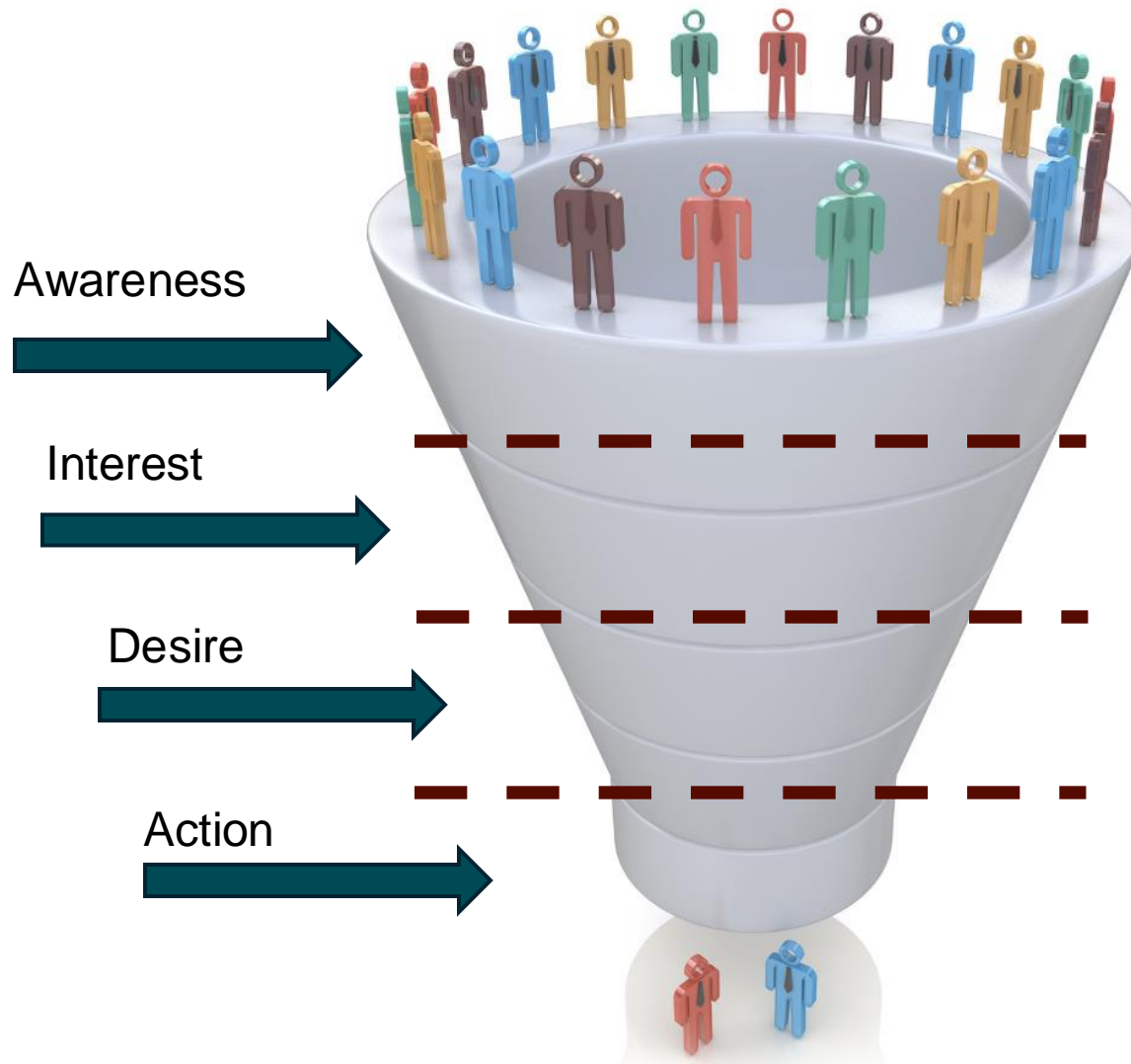
# Your Prospects Guide...

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# Email Marketing and it's Role



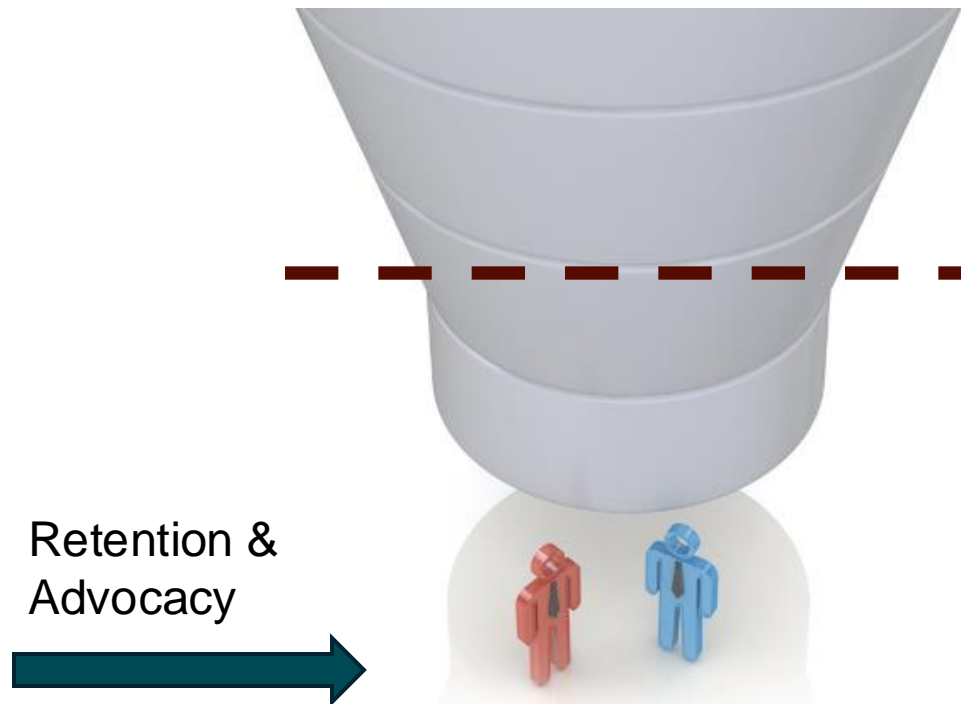
**Awareness:** Introduces your brand to new leads with welcome emails and newsletters.

**Interest:** Engages leads by sharing valuable content, such as guides, tips, and case studies.

**Desire:** Builds interest through personalised recommendations, testimonials, and product showcases.

**Action:** Drives conversions with targeted offers, discounts, and clear calls to action.

# Email Marketing and it's Role



**Retention:** Keeps customers engaged and loyal with follow-up emails, exclusive content, and loyalty programs.

**Advocacy:** Encourages satisfied customers to refer others, leave reviews, and share their experiences



# **Ways Small Can Businesses Use Email Marketing**

# Email Marketing Has Many Purposes

Follow Up on  
Proposals

Onboarding New  
Clients

Promoting New  
Services

Share News

Educate and Add  
Value

Send Reminders

Run Promotions

Build  
Relationships






**Tell me, how are you using  
email marketing in your  
business currently?**

# **Example New Customer Onboarding**

# Example



## Unlock the Full Potential of Your SA Business

Learn the marketing strategies, tools and tactics you need to create more revenue for your business, attract and retain more guests, and make more money!

[GET STARTED](#)

### How it Works

- Learn and Feel Empowered**  
Each month unlock a new info packed, training module delving into essential marketing topics like social media, email marketing, content planning, and more. You'll also access practical 'how to' tutorials showing you how to harness useful tech and tools (including AI) to help elevate your marketing efforts and save you time.  
[GET STARTED](#)
- Exclusive Mentoring Sessions**  
Join me and your SA marketing peers each month for two live Zoom mentoring sessions, where we'll get deep into your marketing queries and challenges, personalising your learning journey. It's a chance to get bespoke advice and insights directly applicable to your SA business.  
[GET STARTED](#)
- Join a Community of SA Superstars**  
Beyond the modules and mentoring, you'll gain access to an active, supportive and 'kick-ass' community of fellow SA business owners. Managed personally by me, this community is a space for sharing, learning, and growing together, ensuring you're never alone on your journey to SA marketing mastery.  
[GET STARTED](#)

### Ready to Get Started?

Join this 6-month programme and systematically, month on month, build upon your marketing know-how, improve your marketing confidence and get your business out there, in front of the right people, with marketing that compels them to take ACTION!

**PAY MONTHLY**

**£99 per month**

- ✓ 6 Months Online Marketing Training
- ✓ Live Online Monthly Mentorship
- ✓ Stacks of 'How To' Tutorials and Templates
- ✓ Join a Growing Community of SA Professionals
- ✓ Delivered by a Small Business Marketing Expert & Fellow SA Business Owner

Please click to read the T&C's below

[GET STARTED](#)

[Terms and Conditions](#)



## MARKET & GROW YOUR SA BUSINESS

The Marketing Training and Mentoring Programme for SA Business Owners

## Market and Grow Your SA Business - 6 Months

Join 'Market and Grow Your SA Business' the marketing training and mentorship programme, designed exclusively for Serviced Accommodation business owners.

Over 6 months you will learn the marketing skills and tactics you need to:

- **Boost Your Visibility:** Amplify your SA business's exposure across social media and other digital platforms, and within local networks.
- **Drive Guest and Prospect Engagement:** Attract more guests and potential partners with targeted, compelling marketing content.
- **Enhance OTA Performance:** Optimise your presence on the OTA's and improve your visibility.
- **Expand Your SA Portfolio:** Attract and secure more rent-to-SA opportunities by learning how to effectively market to landlords and develop relationships with letting agents.
- **Elevate Your Guest Experiences:** Create memorable stays that encourage repeat and direct bookings.
- **Streamline with Automation and AI:** Integrate automation

£99.00 GBP

6 monthly payments

Coupon Code [Apply](#)

Email Address

Full Name

Phone Number

SA Business Name

Card number MM / YY

Your payment information will be stored on a secure server for future purchases

Subscribe to our email list.

I have read and agree to the terms and conditions of this page as follows:

Here is a simplified breakdown of the T&C's of this programme. Details T&C's can be found [here](#). Please do have a good read of them before you checkout.

[Sign Me Up](#)



# Example



Hi Claire,

Congratulations!

You have secured your place on Market and Grow Your SA Business and I'm absolutely thrilled that you have.

I would like to say a massive thank you for putting your trust in me, to help you get great at marketing your SA business and I can't tell you how happy I am that you have decided to go on this journey with me.

You will shortly receive a very important email from me which will tell you everything you need to know about starting the programme, T&C's, and important dates for your diary for mentoring sessions and what not.


Of course, if you have any questions, you can always drop me an email at [claire@clairepaynemarketing.com](mailto:claire@clairepaynemarketing.com)

Once again thank you and I look forward to getting to know you and your business better over the coming months.

Best wishes

Claire

## Your Official Onboarding Email - Market and Grow Your SA Business Inbox

 me 10:50  
to me ▾

[View in Web Browser](#)



Hi Kerry,

I hope this email finds you well and once again, a big warm welcome from me and thank you for joining **Market and Grow Your SA Business** the marketing training and mentorship programme I have lovingly created with you in mind.



Reminders  
Updates  
Notifications  
Referral Incentives

# But When Done Right...



**It all starts with...**

# Your Data!



Around 40-50% of UK businesses, particularly smaller ones, are not strategically focusing on growing their customer databases\*

40-60% of UK businesses aren't leveraging their CRM and client/prospect data to its full potential for email marketing\*

\* Data & Marketing Association (DMA),



# A Full Database Contains Money!

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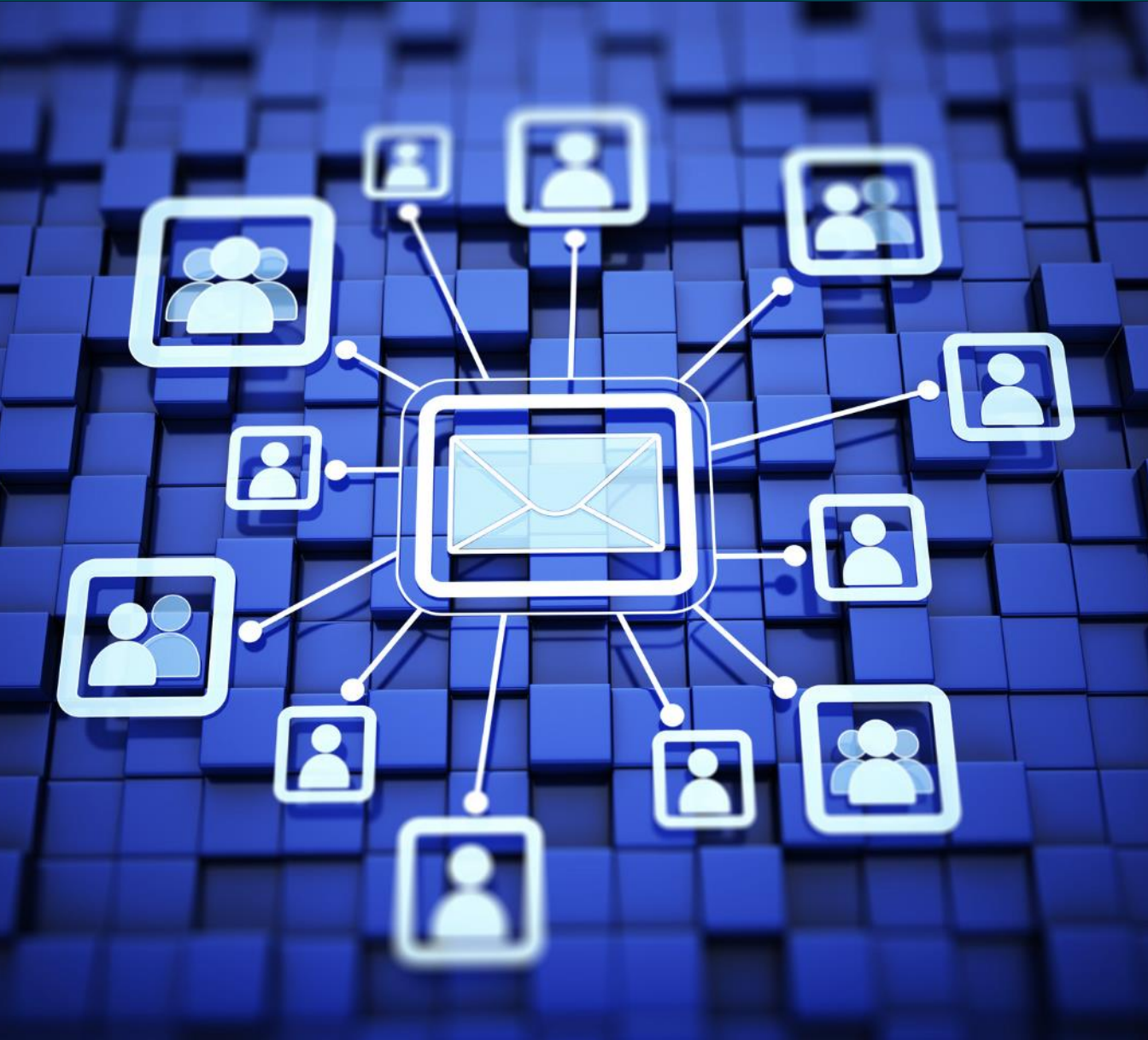




**It's your job to fill it up your database with prospects and nurture them into customers!**



# Building Your Database



People aren't going to just join your mailing list; you need to offer them something valuable in exchange that meets their needs or interests.

# LEAD MAGNETS

A valuable resource or incentive, designed to attract and engage prospects, encouraging them to join your mailing list or enter your sales funnel.

# Lead Magnets could include...

DISCOUNT VOUCHER

FREE AUDIT

WEBINAR OR ONLINE EVENT

CASE STUDY

TOP TIPS / EBOOK

NEWSLETTER SIGN UP

FREE TRIAL / DEMO

DISCOVERY SESSION

PRE-RECORDED TRAINING

LOW COST OFFER



# Example

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PAYNE  
MARKETING



Claire | CLARE  
PAYNE  
MARKETING

## AN EXPERTS GUIDE TO...

### MASTERING MARKETING IN YOUR SA BUSINESS

**INSIDE**

- 1. Introduction to the SA Marketing Fundamentals**  
Learn the essential marketing principles for serviced accommodation.
- 2. Implementable Marketing Tactics**  
Get easy, actionable tips to enhance your marketing efforts.
- 3. Ready-to-Use Templates**  
Access useful templates to help prep and polish your marketing.

**GET IN TOUCH**

CLAIRE@CLAIREPAYNEMARKETING.COM  
WWW.CLAIREPAYNEMARKETING.COM



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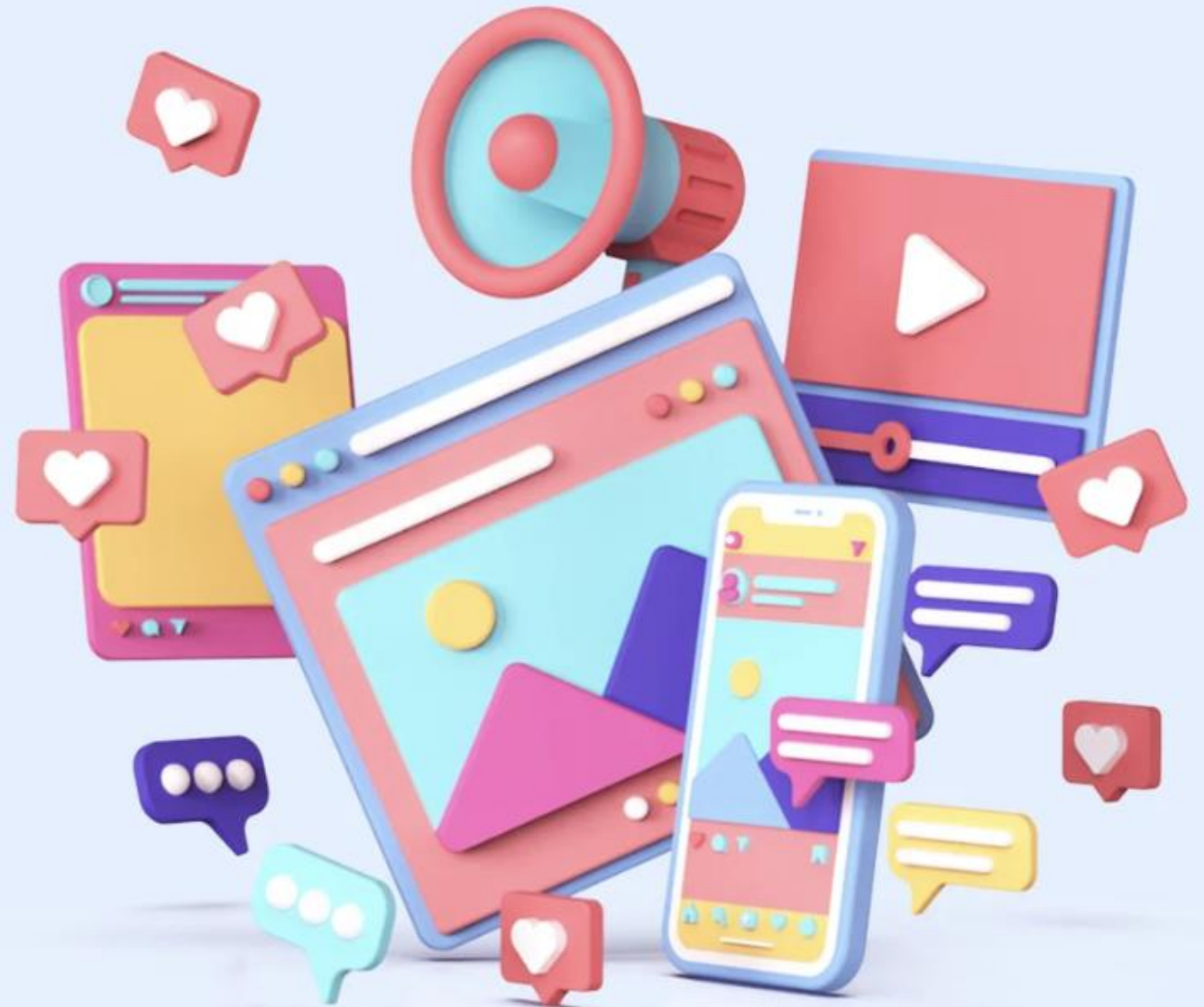
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Access useful templates to help prep and polish your marketing.

**GET IN TOUCH**

CLAIRE@CLAIREPAYNEMARKETING.COM  
WWW.CLAIREPAYNEMARKETING.COM

**You've got your lead magnet,  
but then what!**

Then you start pushing it out through your marketing channels!



# Once You Have Captured the Data...

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 Claire Payne is with Terry Payne and 29 others.  
13 February · 🧑🏻‍🤝‍🧑🏻‍🤝‍🧑🏻  
❤️ Serviced Accommodation Business Owners!  
I'm going to give you the value of my 20 years marketing, coaching and mentoring experience!  
Be the first to join the pilot of my brand new marketing training and mentorship programme, designed exclusively for Serviced Accommodation business owners, starting on Monday 4th March 2024.... [See more](#)

## MARKET & GROW YOUR SERVICED ACCOMMODATION BUSINESS

The Marketing Training and Mentoring  
Programme for SA Business Owners

**STARTS MONDAY 4TH MARCH 2024**

## JOIN MY PILOT COHORT TODAY

Click the link to find  
out more



Claire  
CLAIRE  
PAYNE  
MARKETING

Your official invite to discover more about joining the pilot launch of this brand new marketing training and mentoring programme.

I'd like to invite you to join me on an online discovery session over Zoom, to find out more about the programme, what you will get from it, ask any questions, and understand how your input as a pilot member will shape the future of the programme for other SA business owners.

**Date:** Wednesday 31st January 2024  
**Time:** 6.30pm

### What to do now?

If you're still keen to find out more there's no commitment at this stage! please can you fill out the form below so that I can book you on and send you the zoom link to join the session. Plus it will also mean that those annoying email bots don't send my future emails to your spam folder.

I really hope to see you there.

Claire x

*P.S. If you would like to attend but cannot make the date and time above, please drop me an email at [claire@plusmarketingservices.co.uk](mailto:claire@plusmarketingservices.co.uk)*

Email

SA Business Name

Last Name

[BOOK DISCOVERY SESSION](#)

Please note: Due to email marketing protocol you will be sent an email asking you to confirm your subscription to my mailing list before your booking confirmation can be sent.

It takes two seconds and just involves clicking a button :)



Hi Anne

Thank you for booking to join my Zoom Discovery Session to find out more about joining the pilot of my brand new Online Marketing Training and Mentorship Programme for Serviced Accommodation Business Owners,

### Here are the details

**Date:** Wednesday 31st January  
**Time:** 6.30pm to 7.30pm  
**Zoom Link:** [Click here](#)

I'm really looking forward to sharing more with you.

See you then

Claire x



+ 2 days



+ 3 days



+ 3 days



+ 3 days



You need a concentrated effort of emails over the course of two weeks before they return to your data pool

# It Doesn't Stop There!



You need to  
build an  
ongoing  
relationship  
with them!

## How often are you emailing your database with valuable content?

- Newsletter
- What's On
- Market News
- New Blog
- Latest Offers
- Industry Changes

The average person gets 121 emails  
a day, so how do you stand out in  
their inbox!



... of something  
... ability, attitude, or m

value

... ue of this work ex  
... not be underere

## Serviced Accommodation Business Owners

How to Create a Strong SA Brand

5 Top Tips for Getting Direct Bookings

How to photograph your SA for maximum impact

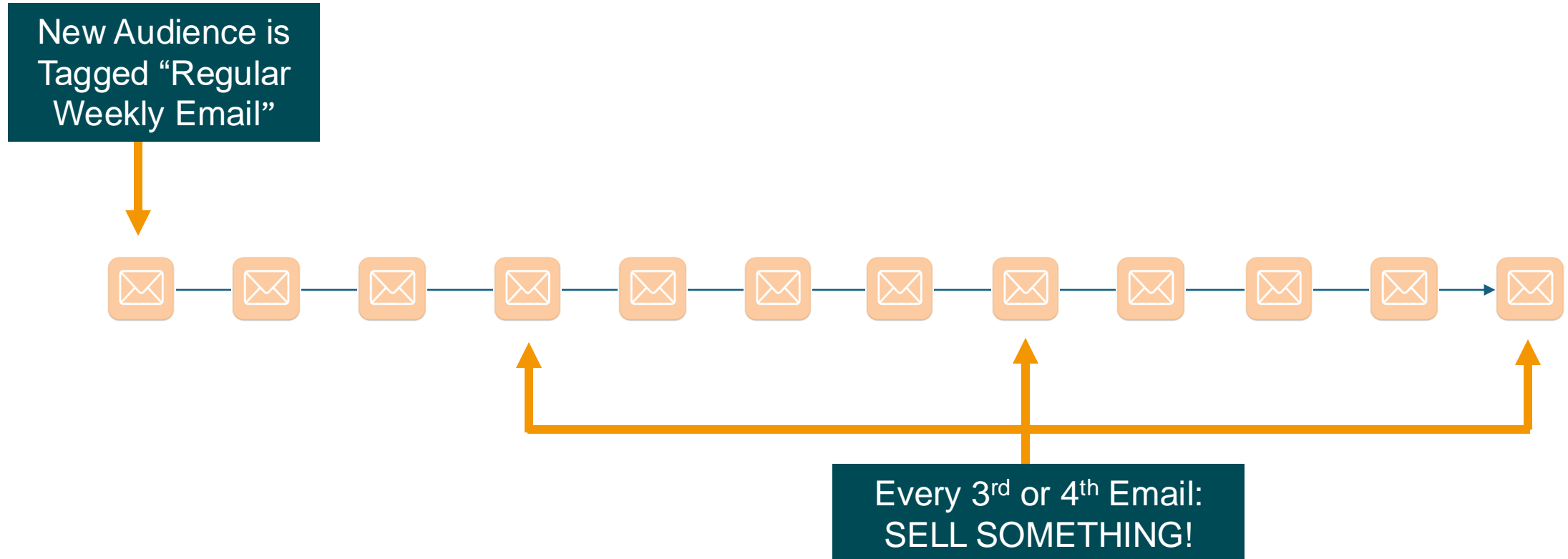
20 Listing Optimisation Tools

20 Things You Can Do To Get 5 Star Reviews Every Time

10 Free Guest Communication Templates

CONSISTENTLY

# Send a Regular Weekly Email







**The beauty in this is that it  
can all be automated**

# Most CRM's / EMS's Have Automation

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# TASK

Now it's time to think about your business

Where could you leverage email marketing?

What assets could you create as lead magnets in order to grow your database and nurture your prospects?



**QUESTIONS?**