

Automated Competitive Magazine Campaign 2016

Purpose: a give you a simple place to drop in competitive prospects and to help you follow up by automating the process with emails and reminders

Who is put in this campaign – this campaign is designed for any competitors that you find in other leisure magazines but are not yet in any of our publications

How are they put into this campaign – YOU apply a tag named, “Stage 1 Start – Competitive Magazine Campaign” to the contact. This tag can be found under the Competitive Magazine Campaign tag category.

When will the campaign start and how long will it run? – the campaign will start whenever you add someone but is set up in 5 Stages. I GAVE YOU THE CONTROL OVER WHO MOVES FORWARD. At the end of the first 4 Stages, you will receive a Task (usually to call the prospect), if you want them to move to the next Stage (meaning you did NOT get a hold of them), then you will apply another tag to the contact. The Task notes will tell you which tag you need to apply to move them forward.

If you do NOT apply the next tag, the campaign will not move forward and your prospect will effectively be removed from the campaign.

Note: once a contact is removed, there is no way to start them again, so remove with care

What will be delivered and when? – a series of 6 emails will be delivered during the various staged, mixed in with direct mail pieces and BDM tasks.

They will be of only one type: **Value/Informational emails** – these are a mix of educational info about what we do and how we can help them, with calls to action to call you, email you or request a media kit

You will be notified – if any of the prospects *download a media kit, all products flyer* or the *buy 3 get 1 free flyer*, you will receive an email notifying you. This will **NOT** be a task, just an email. If you follow up with them and make contact, you will know not to move them forward as that Stage ends.

Schedule of Events

Stage 1

Email 1 – [contact name], are you losing group business?

Deliverable – Media Kit

When – immediately after you start them in the campaign

BDM Task 1 – Follow Up Call – script provided at end of document

Date: 5 days after Email 1

Made Contact: Do Nothing to Stop Campaign

No Contact Made: Apply Stage 2 tag (in Task Notes) - Email 2 will be sent 30 min after you apply the tag

Stage 2

Email 2 – I just tried to call you (follow up email)

Deliverable – Media Kit

Date: 30 min after you apply the Stage 2 tag (in Task Notes)

Email 3 – 4 Free Resources to Help Grow Your Business

Deliverables – Cooking Up Irresistible Itineraries, Rockstar Supplier Series, A to Z Guide, 23

Essential Reunions Tools

Date: 30 days after Email 2

BDM Task 2 – Follow Up Call – script provided at end of document

Date: 5 days after Email 3

Made Contact: Do Nothing to Stop Campaign

No Contact Made: Email 4 will be sent 30 days after add the Stage 3 tag (in Task Notes)

Stage 3

Email 4 – Grow your group business with PTM Publications

Deliverables – All Products Flyer, Buy 3 Get 1 Free Flyer

Date: 30 days after you check completed on Task 2

BDM Task 3 – Send Direct Mail Piece

Deliverable – Pre-made direct mail piece

Date: 14 days after Email 4

BDM Task 4 – Follow Up Call on Direct Mail Piece – script provided at end of document

Date: 14 days after direct mail piece was sent

Made Contact: Do Nothing to Stop Campaign

No Contact Made: Email 5 will be sent 30 days after you apply the Stage 4 tag

Stage 4

Email 5 – Content Marketing? Yes, We Do That

Deliverables – Media Kit

Date: 30 days after you applied the Stage 4 tag (in Task Notes)

BDM Task 5 – Follow Up Call – script provided at end of document

Date: 3 days after Email 5 was sent

Made Contact: Do Nothing to Stop Campaign

No Contact Made: Email 5 will be sent 30 days after you apply the Stage 5 tag (in Task Notes)

Stage 5

Email 6 – If I can be of any service

Deliverables – Media Kit

Date: 3 days after you applied the Stage 5 tag (in Task Notes)



Hi ~Contact.FirstName~,

Why are you letting your group business go to your competitors?

You are busy, we understand. Sometimes it can be overwhelming to keep up on how to reach and engage with all of the different audiences you need to. Wouldn't it be nice to have some of that burden taken off of your shoulders by an expert in the industry?

Now you can. I work with hundreds of companies like ~Contact.Company~ to help maximize your market share in a variety of group travel sectors including: Reunions, Religious, Student, Sports, Ski & Leisure.

We are ready to help you as well. Get started by downloading our [media kit](#) or contacting me directly today!

jeff@ptmgroups.com or call me @ (630) 794-0696



Dear ~Contact.FirstName~,

I was hoping to connect with you on the email I sent previously. We work with companies like ~Contact.Company~ to help increase their share of group sales.

Whether you're targeting group tours, sports, students, religious, reunions or ski groups we offer proven print, online, email and social media products that can move the needle in your group sales department.

Please give me a call at ~Owner.Phone1~ to talk about any group market needs you have, or [download a media kit](#) to learn more about Premier Travel Media products and services.

I would greatly appreciate the opportunity to work with you in the coming year.

Sincerely,



Dear ~Contact.FirstName~,

Growing your group sales can be tough, but you don't have to do it alone.

As a thought leader and the foremost educator in the group travel industry, Premier Travel Media has produced a number of resources to help both you and your potential group leaders.

Grab a coffee, take 5 minutes and pick one that makes sense for you. Share them freely with whomever you wish! Spread the love!

For You:

[Cooking Up Irresistible Itineraries](#) – Learn how to better design, display and promote your itineraries

[Rock Star Supplier Series](#) – Learn how to hang out your “groups welcome” shingle in this new whitepaper

For Your Customers:

[A-Z Guide to Planning a Sports Event](#) – 35-page blueprint for planning your next sports tournament

[23 Essential Tools for Planning a Reunion](#) – This series of checklists and templates will alleviate some of the stress involved with gathering family or friends

We are always looking for topic suggestions for our next whitepaper. Let me know if you have a particular headache or frustration with which you would like some assistance.

Sincerely,

Dear ~Contact.FirstName~,

Your visitor base is diverse, your marketing should be as well.

But managing different channels, publications and companies to reach them all can be time-consuming, frustrating and a hassle. Wouldn't it be a relief if there was one company that could handle ALL of your group marketing needs and reach ALL of the audiences you need to?

There is.

Premier Travel Media can put your message in front of the influential decision makers from the most prominent group travel audiences in the industry, including Leisure, Student, Religious, Sports, Snow/Ski and Reunions. For more information on how we can help, [check out our publications](#).

No matter if you are after one market or all six, we can help, and we've made it easier than ever with our [Buy 3 get 1 FREE promotion](#).

PREMIER TRAVEL MEDIA

Grow Your Group Business with PTM Publications

Student Travel Planning Guide
The essential how-to publication covers all aspects of planning and organizing a trip for a student performance or youth group. Published in September.

Leisure Group Travel
America's leading group travel publication and website with award-winning editorial, unprecedented market reach and top-ranked e-marketing solutions. Published bi-monthly.

2016 GROUP TRAVEL DIRECTORY
Our annual directory of group-friendly suppliers features destinations, attractions, hotels and restaurants. This distinctive resource is the perfect complement to its copartner website. Published in November.

Religious Travel Planning Guide
Target the fast-growing faith-based travel marketplace in the preeminent annual how-to guide that helps church groups get organized and run better trips. Published in January.

Sports Planning Guide
The only sports publication to reach rights holders and governing bodies for over 20 disciplines of youth, high school, amateur, collegiate, Olympic and professional sports. Published in September.

Snowbound Ski and Board Planning Guide
SNOWBOUND is a new planning tool that helps ski & snowboard group leaders get organized and find exciting winter sports destinations. Published in Spring.

Reunions Workbook
Market your reunion-friendly business in Reunions Workbook and capture the interest of potential buyers BEFORE they make their travel decision. Published in March.

Expect More Groups in 2016/17
Request Your Customized Group Marketing Plan Today
Premier Travel Media • 621 Plainfield Rd, Suite 408 • Wilmette, IL 60097
Phone: 630-784-0596 • www.PTMGroups.com

Dear ~Contact.FirstName~,

Choosing the right company to help carry your message to your best prospects can be complicated.

We make hard decisions easier with best-in-class capabilities.

Unmatched Print Reach – 137,000 groups read Premier Travel Media magazines, planning guides and directories, double that of our nearest competitor.

Unmatched Tracking – ask other publishers in this market about tracking and they will change the subject. Ask us and we'll tell you about iTrack, which delivers over 40,000 group leads to our advertisers each year.

Unmatched Online – We are the industry leader in smart online solutions – content marketing, native advertising, geo-targeted banners and video.

Launch your next group initiative with us and you can save 15% as part of our introductory savings package. Select any print or online placement booked within 30 days of this email.

Get started today by downloading your [media planner](#), or give me a call anytime to talk groups. My phone number is ~Owner.Phone1~.

Sincerely,

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Voice Mail Scripts in Chronological Order

#1

Hi (name), it's (your name) from Premier Travel Media.

We help companies like (company name) increase their group sales with a proven lead generation technique.

I'd like to schedule an exploratory phone call to discuss your current group marketing program and where there might be a fit for new groups. Please contact me at (number) or email me at (email). Again my name is (name) and my phone number is (number).

#2

Hi (name),

I know you get a lot of email, so I wanted to follow-up with you on the whitepapers I emailed you last week. If you're looking for new ideas, these are a great start.

If you need me to resend these to you, call me at (number), or reply by email.

Also, our next issue is (name) and we have some short term opportunities available that I'm happy to discuss with you.

Again my name is (name) and my number is (number). Thanks for your time.

#3

Hi (name),

It's (your name) from Premier Travel Media. Hoping you received my (post card/direct mail) last week, I wanted to find out if you're looking for any new group marketing ideas in the coming year and if so.

As you can see on the direct mail piece, we have a phenomenal line-up of markets ready to serve you! And with buy 3, get 1 free savings, your marketing investment goes farther with Premier Travel Media.

Please give me a call at (number), or if there's something specific you are looking for email me at (email) and I'll do my best to get back to you in 24 hours.

#4

Hi (Name),

I hope I can help you find new groups in the coming year. This is (Name) from Premier Travel Media. Last week I sent you some content marketing ideas that I believe will help company) better brand yourself online and drive new group leads.

If you are interested in starting an online campaign I can offer you an introductory 15% discount for any Site Inspection, Itinerary or Video package if you order in the next 30 days.

Call me at (number) to learn more or email me at 630.794.0696.