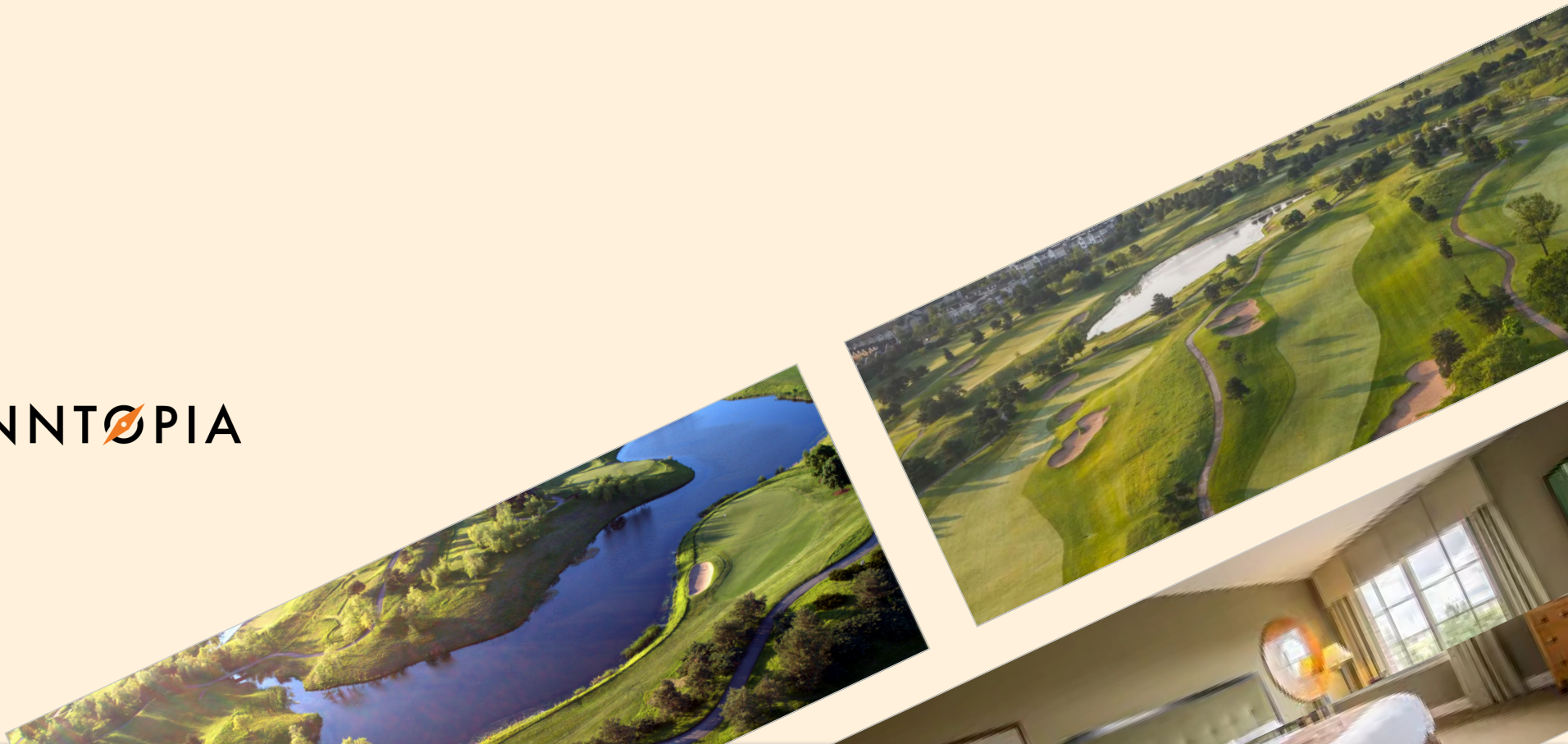


BRAINSTORM SESSION

The Glen Club

Marketing CRM Strategy

INNTOPIA



INTRO

Centralize & Cleanse Guest Data

Automatically sync guest data from each of your systems to a central database. As data is synced, duplicates are removed and guests are organized by household so it's easy to use these profiles for marketing segmentation, dynamic content, automation, or guest service.



INTRO

How Inntopia Generates Revenue Through Centralized Guest Data

Drive revenue through a centralized, data-driven, omnichannel messaging platform. Below is just a glimpse of what is driven by Inntopia's marketing cloud

Transactional

Confirmation
Cancellation
Modification

Email Campaigns

Guest segmentation
Geo-targeted
Targeted upsell
Email interaction

Social Media

Audience building
Lookalikes
Live data feeds

Mobile

Push notification
App tracking

Lifecycle Automation

Pre-arrivals
Post-departures
Abandon Browse/Cart
Booking anniversary
Drip Campaigns
Onsite
Etc.

Reporting

Social
Survey
Demographic
Email campaign
Etc.

SMS

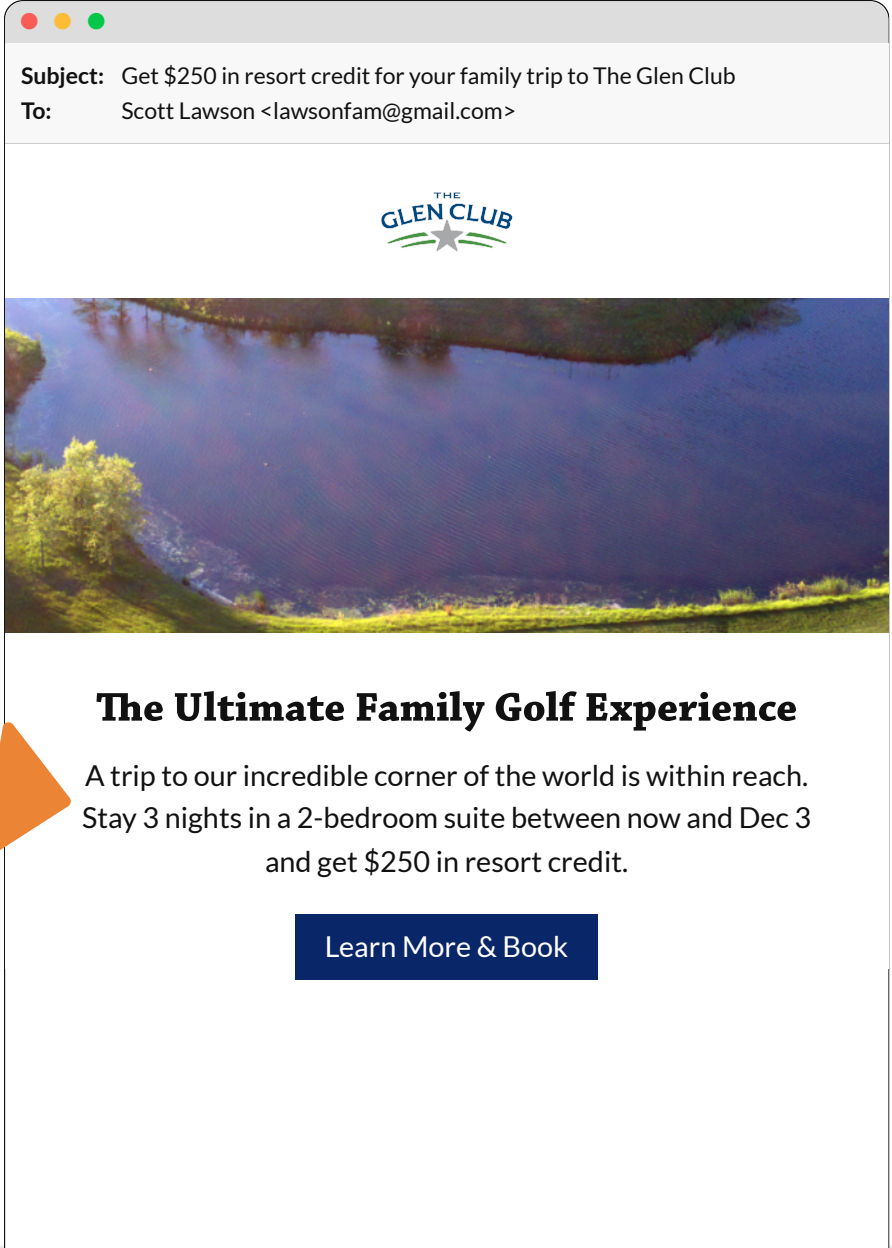
Geo-targeted
Segmented

IDEA 1

Target Only the Right People


Once you have centralized profiles, segment your guests by traits that are extremely specific to the campaigns you are sending. For example, a campaign designed for fly-market families who have purchased multiple product types in the past should be targeted just to that specific group.

- ✓ Families with 2 or more children.
- AND**
- ✓ Outside a 4-hour drive radius.
- AND**
- ✓ Booked lodging during last 12 months.



Subject: Get \$250 in resort credit for your family trip to The Glen Club
To: Scott Lawson <lawsonfam@gmail.com>

THE GLEN CLUB



The Ultimate Family Golf Experience

A trip to our incredible corner of the world is within reach. Stay 3 nights in a 2-bedroom suite between now and Dec 3 and get \$250 in resort credit.

[Learn More & Book](#)

IDEA 2

Automate to Increase Conversion

Automatically trigger messages to guests based on their marketing behavior – email engagement, website visits, cart creation, etc. Give them the option to get help if needed to ensure an unanswered question isn't preventing a booking.

- ✓ Received “Family Promotion” email.
- AND**
- ✓ Clicked “Learn More & Book” link.
- AND**
- ✓ Did not complete a booking.

Subject: Scott, rooms are going quickly for your travel dates.
To: Scott Lawson <lawsonfam@gmail.com>

THE GLEN CLUB

Scott, still thinking of that family golf vacation?

You've taken the first step and you're almost there. Rooms are filling up fast so book your trip now before we sell out!

Finish booking with a friendly
The Glen Club agent:
800-555-1234

Finish booking online:
[View Itinerary](#)

IDEA 3

Use Customized Confirmations for Cross-Sell

Generate completely customized confirmations and cancellations to perfectly match your brand and automatically promote products they didn't book and dynamically add redemption codes for tickets, credits, or other parts of their itinerary directly in the email template.

- ✓ Booked lodging for 4 guests.
- AND**
- ✓ Received resort credit via promotion.
- AND**
- ✓ Did not book dining.



Subject: Your The Glen Club booking confirmation.
To: Scott Lawson <lawsonfam@gmail.com>



RES ID #32902395

Reservation Confirmed

 Sep 3 Arrival	 3 Nights	 4 Guests
--	---	---

Resort Credit
Scan this QR code to redeem your resort credit at any guest service desk.



Dining Reservations
Book now to secure your ideal times.

[Book Dining](#)



IDEA 4

Dynamic Cross-Sell

Drive targeted upsells and cross-sells specific to each guest in one email template using data-driven dynamic content. With direct integrations to all your systems, Inntopia can see exactly what the guest has and has not booked.

Location: >250 miles

Booked: Double queen

Location: >250 miles

Booked: Double queen, *golf*

Location: <100 miles

Booked: Double queen, golf

The screenshot shows an email interface with the following content:

- Subject:** Your The Glen Club trip is almost here!
- To:** Scott Lawson <lawsonfam@gmail.com>
- Logo:** THE GLEN CLUB
- Headline:** Make Your Stay Unforgettable
- Text:** A few recommendations from our guest services team.

The email content is dynamically generated based on the guest data shown on the left:

- Guest 1 (Location: >250 miles, Booked: Double queen):** Shows recommendations for Tee Times and Airport Transfer.
- Guest 2 (Location: >250 miles, Booked: Double queen, *golf*):** Shows recommendations for Room Upgrade and Airport Transfer.
- Guest 3 (Location: <100 miles, Booked: Double queen, golf):** Shows recommendations for Room Upgrade and Parking Details.

IDEA #5

Monitor Patterns on Customer Dashboard

Explore, rank, sort, and compare your key markets, guest types, and products through the customer dashboard to track what your guests are booking across all of your systems.

INNTOPIA Marketing Cloud Gregg Blanchard EXPORT REPORT

Customer

GUEST TYPE: All

Guest Type	Guests	Households	Avg Spend	Total Spend
10 Hour Drive Market	15,875	14,371	\$577.05	
2 Hour Drive Market	3,073	2,684	\$551.56	
4 Hour Drive Market	6,658	5,892	\$596.61	
6 Hour Drive Market	8,560	7,586	\$590.86	
Consumer	1,799	1,695	\$1,022.65	
Family	1,548	1,362	\$1,082.55	
First Time Guest	995	980	\$0.00	
Frequent Independent Traveler	93,934	90,566	\$397.02	
Group	5,411	5,311	\$725.21	
Local	2,663	2,318	\$570.36	
Lodging OTB	1,443	1,273	\$556.66	
Prospect	15,493	15,310	\$508.67	
Summer Guest	42,359	39,848	\$729.33	
Summer OTB	253	214	\$897.23	

Top 10 Guest Types by Avg Spend

Guest Type	Avg Spend
Visitation Segment W...	\$10K
Family	\$5K
Consumer	\$5K
Visitation Segment Act...	\$5K
Summer OTB	\$5K
Summer Guest	\$5K
Group	\$5K
Winter Guest	\$5K
Visitation Segment La...	\$5K

Top 10 Guest Types by Guests, Country & State

IDEA #6

Track Performance on Campaign Dashboard

Pinpoint which campaigns are generating the most revenue, which markets are converting the best, understand where you're driving revenue geographically, and how that's changing over time.

