

Inntopia Marketing Cloud

Pre-Season Checklist: Winter

The snow will be flying soon, and the winter season will be here before you know it. Now is the time to coordinate your pre-season Inntopia Marketing Cloud projects. Use this checklist to keep track of your tasks.

Your To-Do List

#	Check When Done	To-Do
DATA / SEGMENTATION		
1		Create current season-pass guest types and provide updated product codes to Inntopia for season-pass grouping updates to track pass holder retention, migration, and churn.
2		Create or update current season guest segmentation as needed – Acoustic queries and/or Insight guest types. For example, family vs. non-family, active vs. new guests, next ticket arrival date, etc.
3		Review all automated reporting you receive from Inntopia and adjust or add for the winter season.
SURVEYS		
4		Discuss end-of-summer surveying.
5		Begin planning or determine updates to winter guest surveys: <ul style="list-style-type: none"> ▪ Have there been any point-of-sale or property management system changes? What about product updates? ▪ If so, your survey API triggers or post departure queries triggering surveys may need to be reviewed and updated. If you are not sure, ask your Account Manager for a review of your current configurations.
DATABASE AND EMAIL LIST HEALTH		
6		Inntopia recommends a periodic, manual, email list clean-up using queries and searches AND/OR have the Inntopia Digital Services team run your contacts lists through WebBula, a service that removes invalid emails and spam traps, and prevents deliverability issues. (Contact Inntopia for pricing.)
7		Ensure all email preference pages and web forms function as expected and are up to date. Inntopia highly recommends adding reCAPTCHA for added security against spam bots/attacks.
8		Review and disable site indexing of web forms and ensure all email web forms are site-secure (https vs. http).
EMAILS / MARKETING AUTOMATION		
9		Discuss snow reporting needs. Check snow-reporting automation and templates. Review sign-up preferences.

10		Check in with your product services team. Are there are any product-specific notifications that must be distributed to activate pass products, such as Photo Upload, Missing Waiver, or other transactional sends regarding Season Pass Payment Plans that need to be coordinated?
11		Review your current marketing email automations. Make seasonal updates to creative or branding for evergreen messages such as welcome letters or programs.
12		Prepare for winter-specific automations such as pre-arrivals for lodging or ski school guests.
GUEST COMMUNICATION AND CONTENT PLANNING		
13		Review Fall season pass/pack/membership pricing deadline planning.
14		<p>Guest communication for this pre-season / early season.</p> <ul style="list-style-type: none"> ▪ Set expectations for what the current winter season may look like for your guests – what's new, or different.
15		Prepare any special offers for retail holidays, such as Black Friday or cyber sales.
16		Guests love to be reminded of their wonderful, past experiences. Entice them to rebook by sending them a <i>Stay Anniversary Reminder</i> email. A returning customer has a higher propensity to return than a new prospect. Combine that with the average lodging spend at your resort and you can quickly see that this simple email – which costs almost nothing to send – provides some of the most efficient campaign returns.
OPTIONAL CONSIDERATIONS		
17		Subscribe to the School Calendar Explorer to know when potential guests have school breaks. Contact your Strategic Account Manager for pricing.

Questions? Contact your Strategic Account Manager and let us know how we can help you make the next season your best season yet.