ORIGIN

We think outside.

P. Blake Jorgenson

Inntopia

Emails can be sexy.

Inntopia Insights 2018

Agenda

01 Email Landscape

02 Design

03 Marketing

04 Jay Peak Case Study

Email Landscape

Email reading is the No. 1 activity on smartphones, and roughly 50% of emails are currently read on mobile devices.

As of November 2016, more than 53% of emails were opened on an Apple device.

A personalized subject line delivers 26% higher unique open rates overall. Within the travel industry it increases to 65%.

Experian

Email market share
June 2017

1.   Apple iPhone 31%

2.   Gmail 22%

3.   Apple iPad 11%

4.   Apple Mail 7%

5.   Outlook 6%

6.   Samsung Email App 5%

7.   Outlook.com 5%

8.   Google Android 4%

9.   Yahoo! Mail 2%

10.   Windows Live Mail 1%
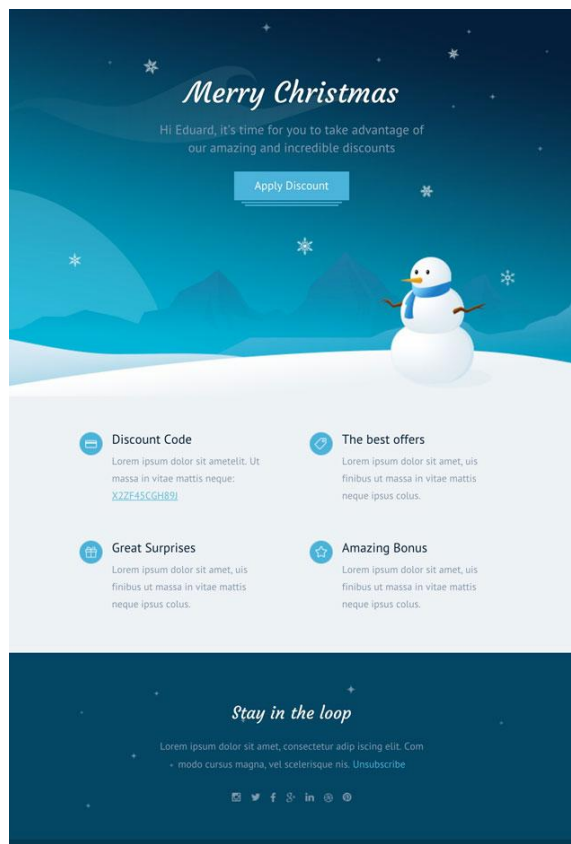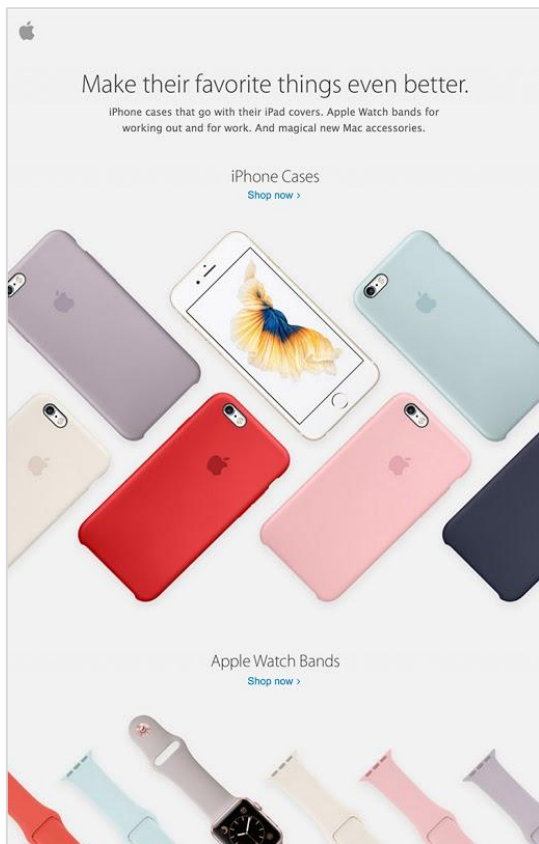
Email evolution this year and beyond

1. Personalization

2. Big Data

3. Automation

4. Interactive Email

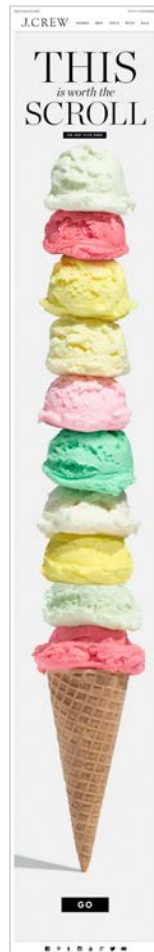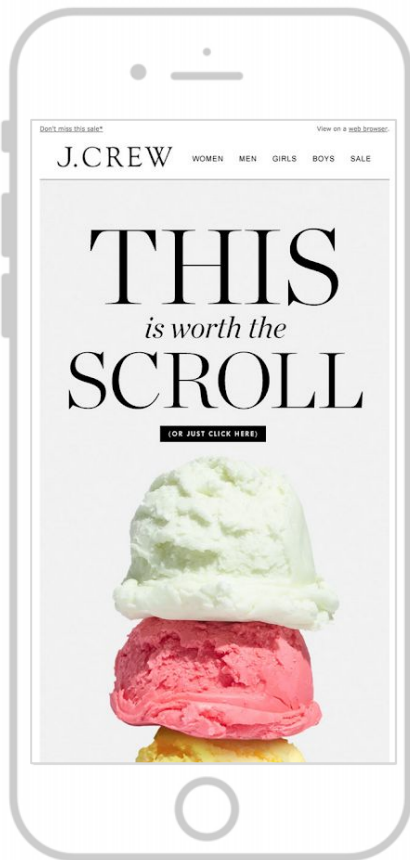5. Video Content

Emails can be beautiful.

Beautiful Email

Emails can be clever.

Clever Email

Use the medium in an interesting way to convey a clear single message with content that facilitates an enjoyable interaction.
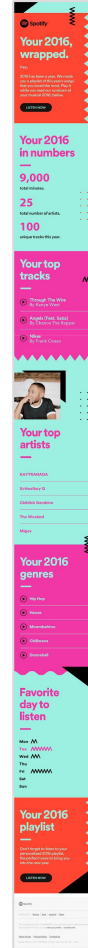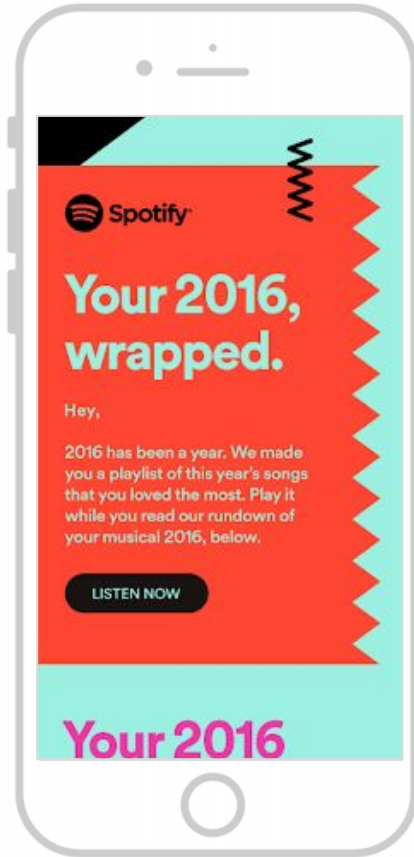
Clever Email

Use the medium in an interesting way to convey a clear single message with content that facilitates an enjoyable interaction.

Emails can be personal.

Personal Email

Using data, emails can be personalized to increase brand loyalty and customer appreciation.

Emails must be responsive.

An interesting decision

Responsive Email Design

Using media queries and other means, responsive design changes the content and layout of an email based on the user's screen size.

- Ensures beautiful content optimized to any screen size.

VS

Responsive-Aware Email Design

This approach uses responsive design for the headers and footers, while using mobile-aware design for the primary content block and any secondary content blocks.

- Optimizes key elements for smaller screens while minimizing dev time per email.
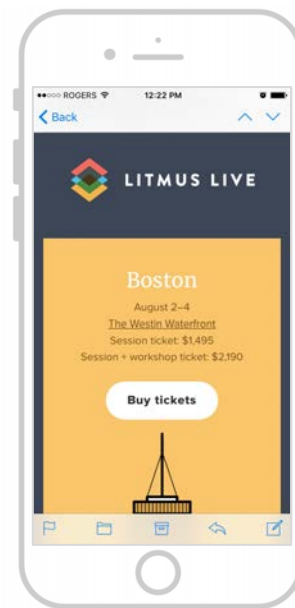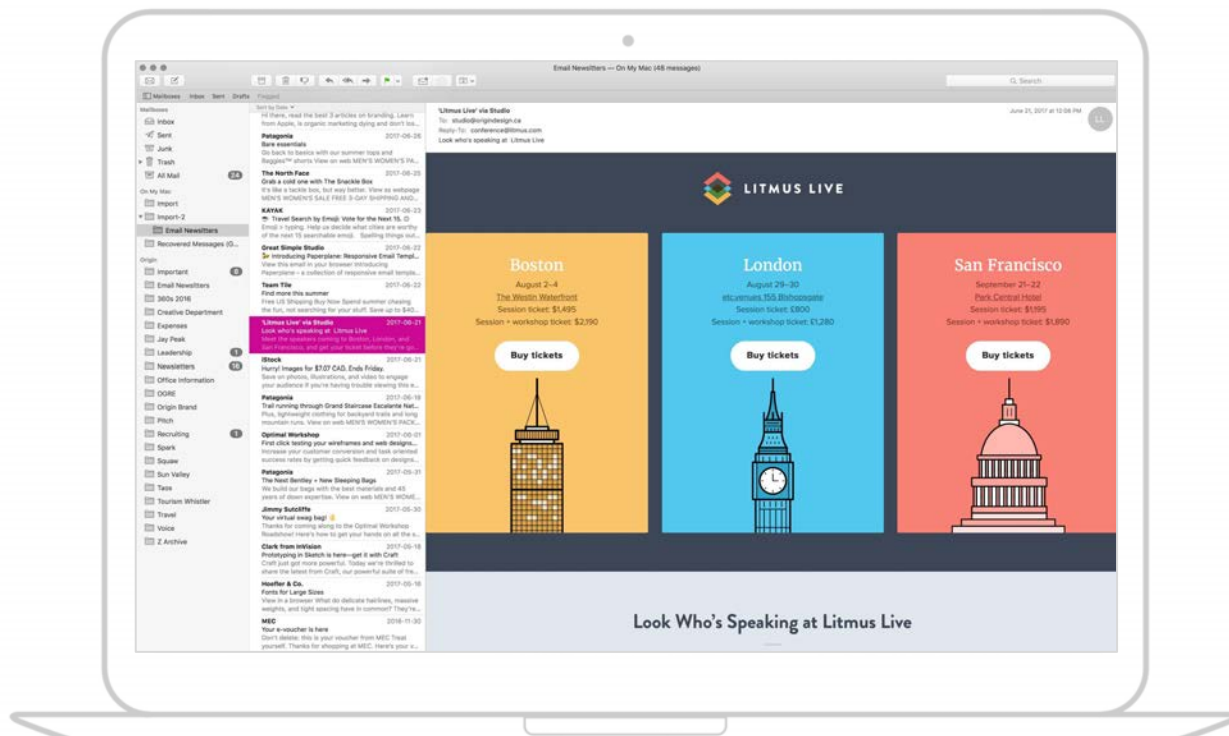
Responsive

Unique layouts for all devices

Fully responsive emails require custom html for all of their content. This ensures perfect rendering at all screen sizes but increases development time and complexity.
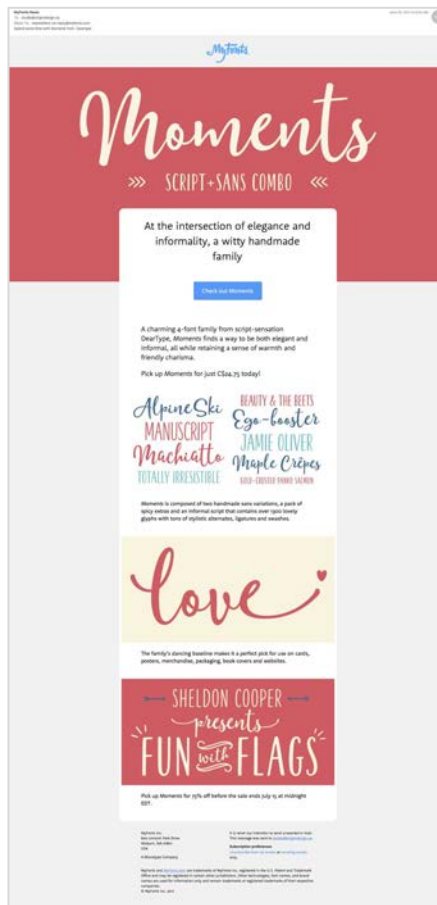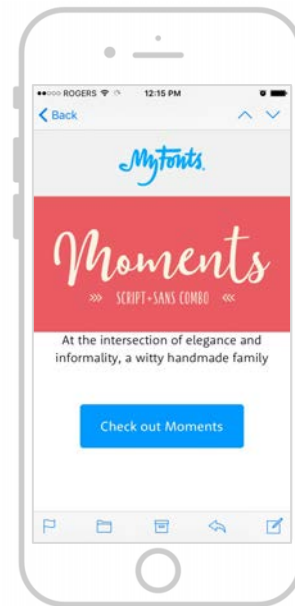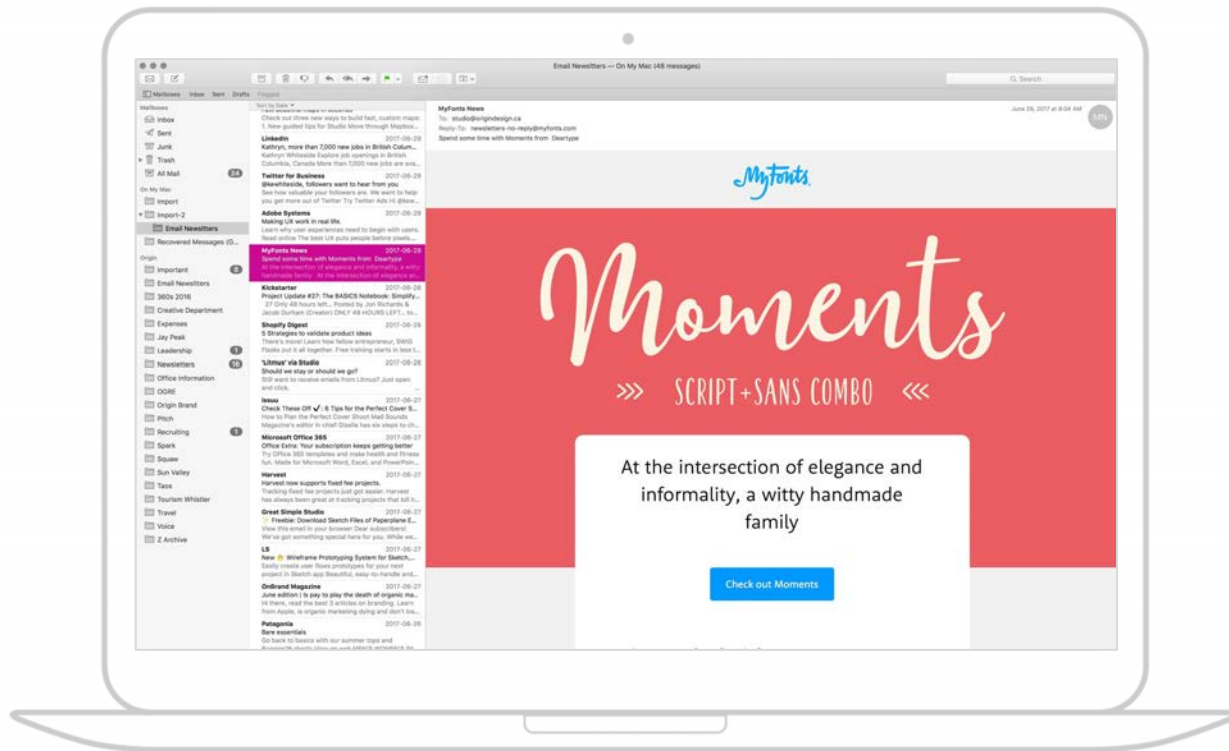
Responsive Design

Responsive-Aware

Savvy approach to responsive design

Headers and footers are responsively coded into email templates that focus on mobile optimized layouts - single column content, large text and easily tappable CTAs.

Responsive Design

Newsletter Optimization

The Future

The Future

As support increases with email clients and mobile devices, we'll be able to make newsletters compete with landing pages with video and interactivity.

The Future

CINEMAGRAPH (STATIC + MOVING GIF)

—

Taking a step forward to provide a cinematic effect to the GIF - Cinemagraph GIFs shall be used to fool the subscriber in believing they are viewing a looped video.

KEYFRAME ANIMATION

—

People love to visualize more than reading. As mentioned earlier, GIF manage to balance between a static image and a moving video but the animation is very choppy and abrupt. However, animating using keyframe results in animations to be smoother and frame change are less obvious. Currently supporting in the Apple and Android devices, it is a really a huge step forward in terms of animations within email. Hover effects, linear and parallel movement of different elements within emails makes it really eye catching.

LIVE BACKGROUNDS

—

Emails with backgrounds that change with time or a looped video playing in the background shall soon be gracing your inbox. From the overall design viewpoint, it shall be a giant leap. While it would mean zero-error, rendering shall be necessary in such case to avoid broken layout and in turn broken user experience.

The Future

INCREASED IMPLEMENTATION OF INTERACTIVE ELEMENTS

—

With an increasing amount of email clients supporting CSS, interactive elements such as Accordions, Menus, Countdown timers integrated forms, sticky CTA shall be used in emails more frequently.

(MENU) (ACCORDION)

INCREASED DYNAMIC CONTENT IN EMAILS

—

It is an age of personalized emails. One wrong move and you risk to lose a subscriber who shall unsubscribe. Most ESPs now offer the option to add a dynamic block for the content that shall change as per the defined customer persona. Customized content based on preferences such as location, age, sex, purchase history, user engagement, device info, etc. shall enable marketers to cater to a large audience effortlessly.

SEARCH IN EMAILS

—

Imagine a scenario wherein you may be able to go through a retailer's entire collection by inputting a search term right in the email's embedded search bar. AirBnB has already included a search option in their emails and it is possible that many other brands shall jump into the bandwagon soon.

Newsletter Optimization

Email Marketing

Re-Targeting

Friendly Reminders

Automate your Inntopia Commerce interface to create guest traits and data fields synced to IBM Watson to re-target guests who received a quote but did not book.

Data Collected

- Resort interest
- Non-booking reason
- Reason for stay
- Assigned agent

Anniversaries

Friendly Reminders

Reminders sent out to guests who booked one year ago and have not yet made a reservation in the current year.

Considerations

- Hundreds of reminder emails sent per day x 365 days a year
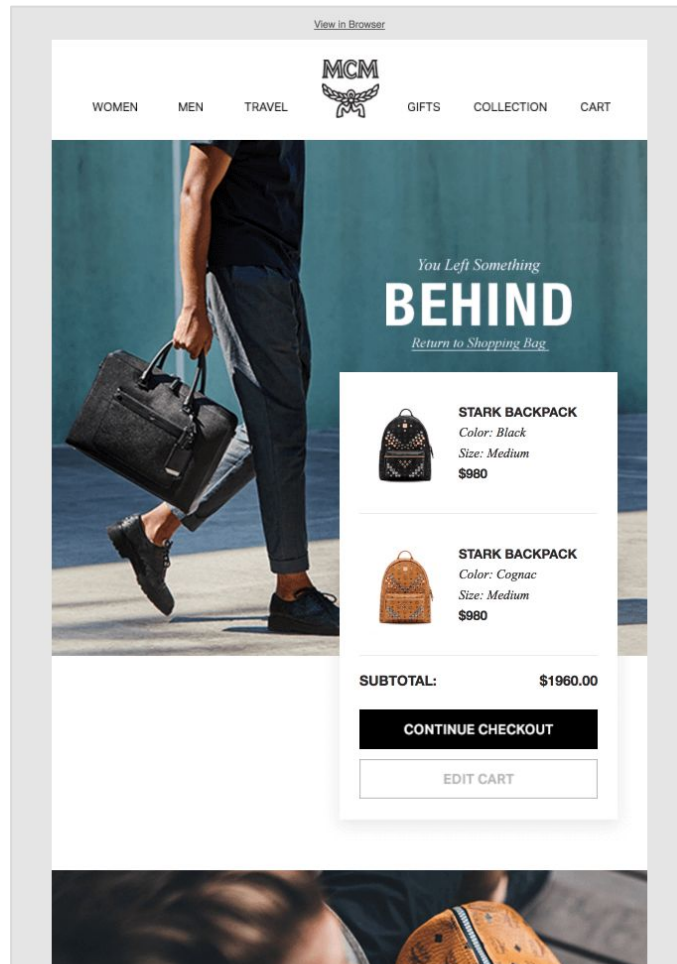- Average return of $2.20/email sent

Cart Abandonment

Encourage a purchase

Reminders sent out to guests who have abandoned a reservation before completing the checkout process.

Considerations

- Hundreds of reminder emails sent per day x 365 days a year
- Increase in conversion rates

Pre Arrival

Warm welcomes

Automated emails sent out to guests who have booked a specific product, activity, or service to help them get the best experience.

Approaches

- What to expect
- How to get around
- What to bring
- Where to meet
- Cross promotion

Pre Arrival/On Site

Give them more

Automated emails sent X days in advance of the guest's arrival or during a guest's stay.

The Inntopia Marketing Cloud will determine what is included in the original reservation and automatically offer additional products, activities, or services.

Promotions based on the guest's type of reservation and preferences.

Post Departure

Keep them coming back

Capitalize on timing when satisfaction is high and offer incentives to book again before departing or recently after.

Considerations

- Offer same rate or a preferred rate
- Automate to optimize timing

Post Departure

Enhanced analytics

Get a better understanding of which campaigns are working / which are not, which markets are increasing / which are decreasing, which CSRs are selling or servicing / which are not, and which CSRs are capturing customer information / which are not.

Surveys will provide you preference data allowing you to move more towards a data-driven organization.

Jay Peak

Building a better email

How can we make our email uniquely Jay?

By creating a connection

Build a relationship with the user

We need to create communications that remain on the minds of the customer, all while evoking a sense of interest and excitement

Create an understanding

Make subscribers feel like they are part of a special club by using email communication as a way to define Jay's culture

Direct the user

Build emails that are task-oriented with clear and concise content hierarchy

When we make each point of communication within the customer journey feel unique and positioned to be something more than just content, it will play an integral part in the culture building around the Jay brand.

Ultimately, this leads to better retention and action within our email subscribers.

How we will achieve this

Each email template will have an illustrated theme

+

All templates will use a consistent framework

How it works

Diversity in page layout based on content priorities

Illustrated header

Content block

Illustration

Content block

Illustrated footer

Legal footer

Themed

Templated

YOUR EXPERIENCE:

WELCOME!   WELCOME!

JAY PEAK

BECAUSE YOU ARE UNIQUE

TRAM SIDE   STATE SIDE

Planning email (3 days prior)

Planning email (3 days prior)

CHECKING IN: WHERE TO GO

Stateside vs. Tramside. Hotel vs. Condo. Where you check in depends on where you are staying.

If you're staying at Hotel Jay, Tram Haus Lodge or Stateside Hotel, check in at the front desk of your respective hotel.

If you're staying in a Golf & Mountain or Timberline unit, check in at the Clubhouse over at Tramside.

If you're staying in a Village Slopeside, Mountainside, Trailside, or Stoney Path unit, check in at the Stateside Hotel.

Planning email
(3 days prior)

BOOK A LESSON NOW

SKI SCHOOL PREP

Being Raised Jay means being prepared. Know what to expect
and what to bring to your ski or snowboard lesson.

SKI SCHOOL CHECKLIST

RESTAURANTS

Planning email (3 days prior)

Planning email (21 days prior)

Planning email (21 days prior)

Planning email (21 days prior)

KIDS' LESSONS

Kid-approved instruction, small group sizes, and programs that are sure to sell out.
AGES 4-12

MORE INFO

PRIVATE LESSONS

Personalize your progression with streamlined instruction and one-on-one coaching.
ALL AGES

MORE INFO

RESERVE IN ADVANCE AND GUARANTEE A LESSON

BOOK NOW

Welcome email

Feedback email
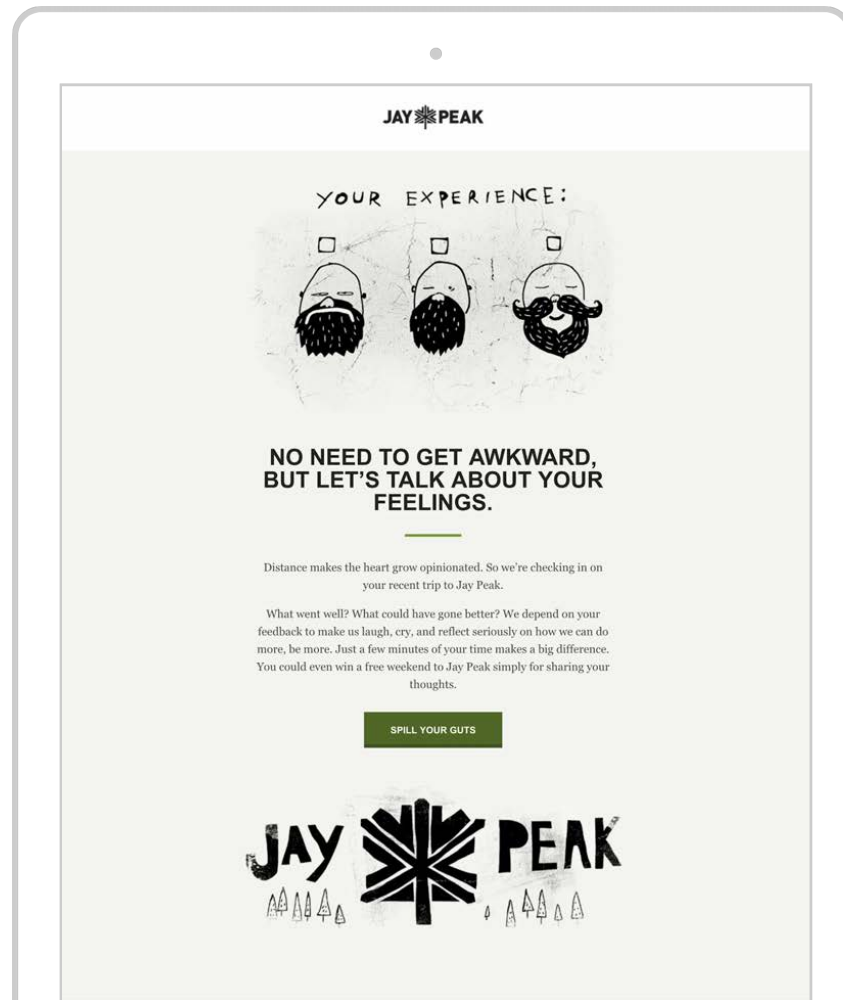
Postcard email
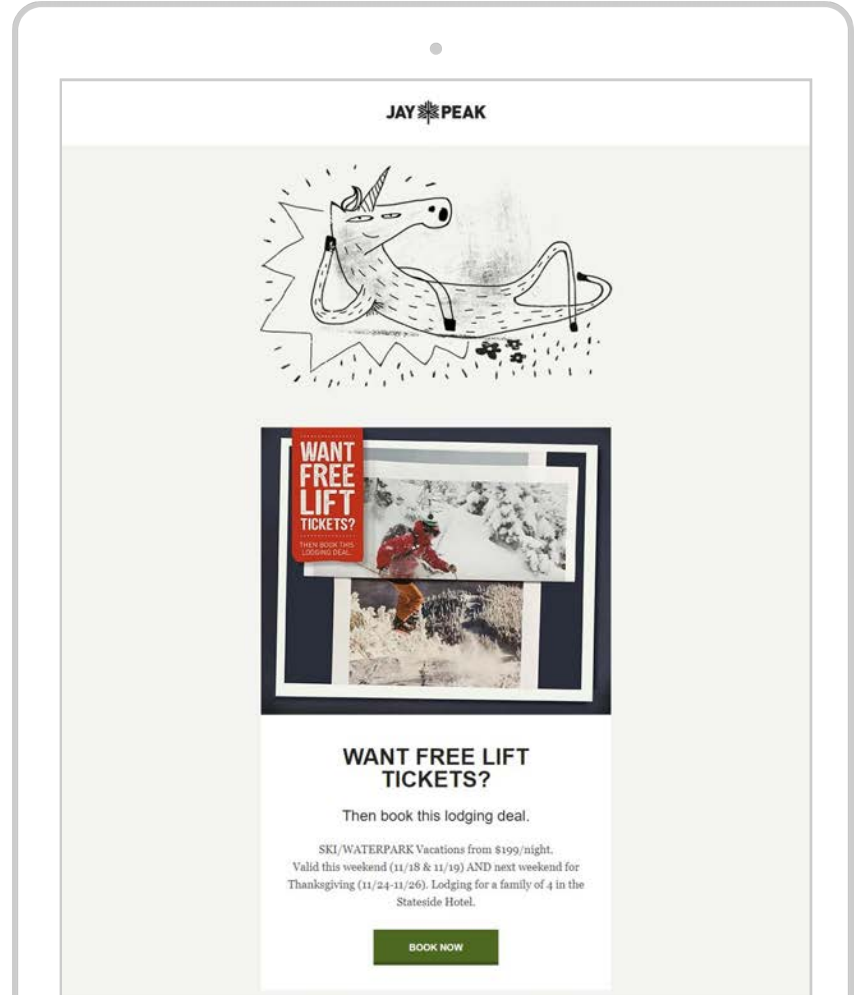
Snow report email
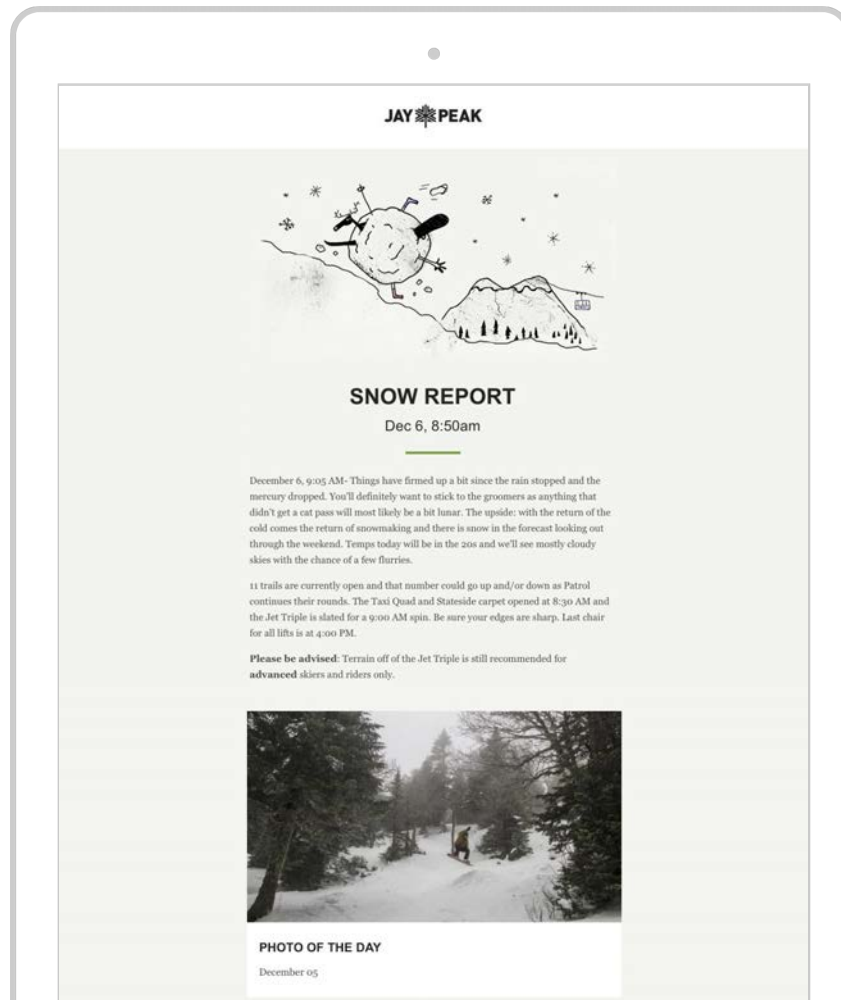
Newsletter template
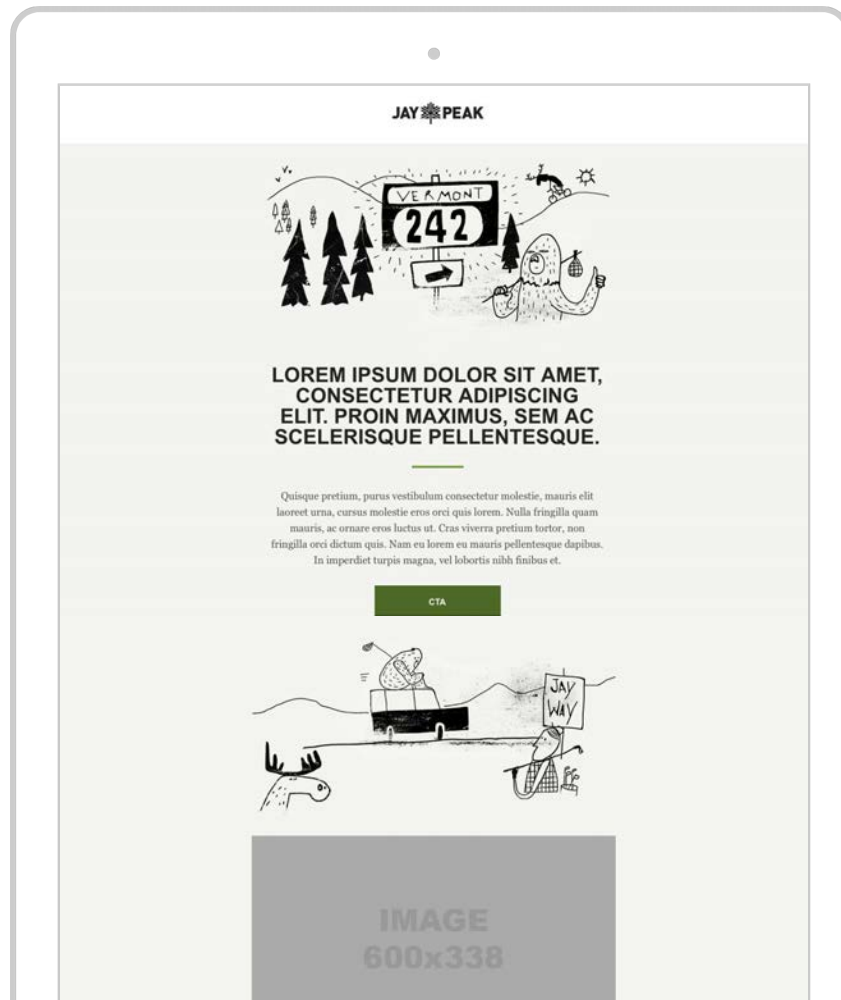
Tips from Kim Hewitt, Jay Peak
Marketing Manager

How do you approach budgeting for something like this?

- We try to build the templates so they can be used across 2 seasons with edits/changes in year 2 to refresh them without having to completely redo them

- Year 1 we budget for a complete redesign and year 2, we budget a lot less for smaller updates/changes

- As long as the structure of the template doesn't change you can make the templates feel quite different by changing all the images and copy

How do you convince the boss that this is worth it?

- Whenever we send an eblast or newsletter promoting the latest vacation deal there is always a direct spike in reservations, particularly online.

- Of course our communications include sales & marketing info but there's also a lot of value in helping departments communicate information (ie check in details/locations) to get in front of what could become a guest issue (so they don't arrived heated because they tried 2 other locations before landing on the right one).

How do you brief your agency on this kind of project?

- Be honest about your own skills and what you can and can't do.

- Make sure your agency knows and understands email design. They need to be connected with Kurt or your Inntopia rep and understand deliverables.

- At Jay - we start by sharing what some of our specific goals are for the upcoming season (ie. increasing Ski School reservations for adult and group lessons, clearly directing guests to various new lodging check in locations)

- We work on NOT serving up the standard marketing speak that guests might be seeing from other companies

- We let ourselves be a little more irreverent in tone/creative esp with current and past guests. They clearly know and (hopefully) love Jay Peak so we can let ourselves speak to and with them in a very authentic way.

How do you brief your agency on this kind of project?

- I think it's important to also clearly understand what functionality is available prior to even the briefing process. If you need a communication to do something specific (ie dynamically pull in info from your site) and that's not possible, you'll want to know that from the outset. There are usually workarounds but it will likely require you building out the templates in a different way.

What workflow do you have to get the right people to help contribute?

- I try to build out as much of the details myself and then have the department heads review/approve.

- There are always things I miss that the departments fill in but it's easier for them to know what's expected when they have a baseline to work from. I also like to have them review/approve the final creative when it's all in place.

- Sometimes things need to be tweaked when you see it designed. Plus, it's good that they see **exactly** what guests are receiving so there's less room for confusion on what's been communicated.

Any advice?

- Developing out a full suite of new templates can be overwhelming. With so many templates it's easy to get a little lost in what each is supposed to communicate so it's important to keep in mind how they'll be flowing to guests and how information from different templates can work together.

- When Origin feeds me info in a way I can more easily review, this helps:

- Starting with the brief, then building out the copy and approving the general creative before it's all finally brought together in the templates.

- So working deliberately in phases to keep it all easy to digest. And start earlier than you think – it takes some time to get these right.

Any advice?

- Each year we try to add something to our suite of templates to improve how we're communicating with guests. Depending on where you're starting it might be daunting to build out a full set of automated communications (or maybe not if you have a huge marketing team and a big budget). Pick a couple/few that you think will have the most impact and start there. Kurt has always been really helpful in guiding us here.

Thank you

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ORIGIN

We think outside.

P. Blake Jorgenson

Agenda

Looking to UX to Change the Game

What is UX?

Say hello to Don and Jakob

Don Norman

Jakob Nielsen

"User experience encompasses all aspects of the end-user's interaction with the company, its services, and its products"

Nielsen Norman Group

88% of online consumers are less likely to return to a site after a bad experience.

Gomez

What is UX?

75% of users base your entire company's credibility on your website's design.

Veopix Design

We will be looking at how UX Design can affect **user** behaviour

Looking to UX to Change the Game

Users

Users

They are the squishy, emotional humans, prone to making mistakes and rash decisions who visit your site to accomplish a specific task or goal.

Say hello to Xennials

Millennials just got picker

A microgeneration aged 30 to 45—older than typical millennials, but younger than (most of) Generation X.

Gen Z in the house

Unlocking smartphones before their first birthday

Gen Z makes up 25% of the U.S. population, making them a larger cohort than the Baby Boomers or Millennials.

The next generation of adults will soon command significant disposable income: $1.4 trillion in annual spending in the United States alone by 2020.

Looking to UX to Change the Game

UX Expectations

Users
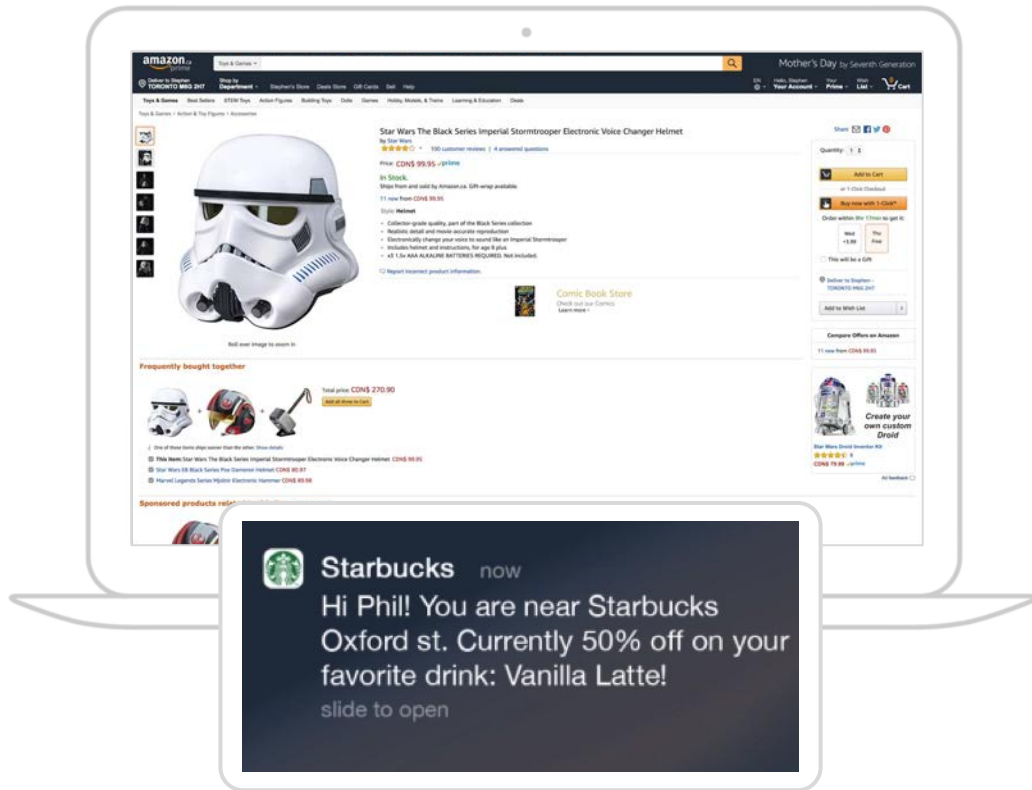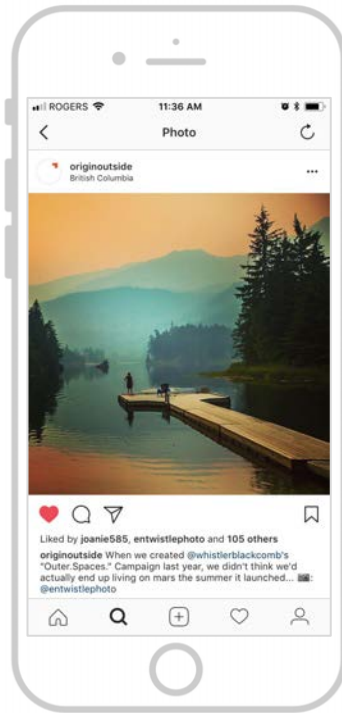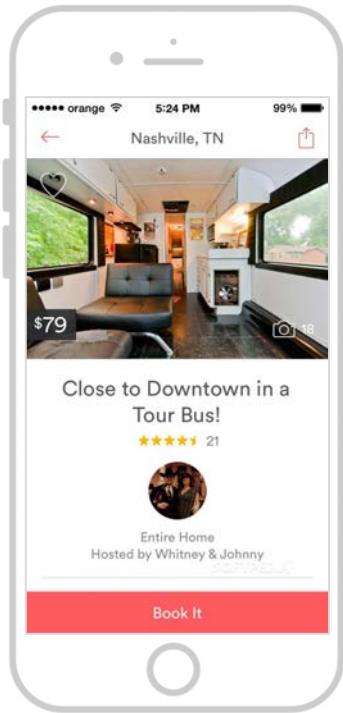
"Where to?"
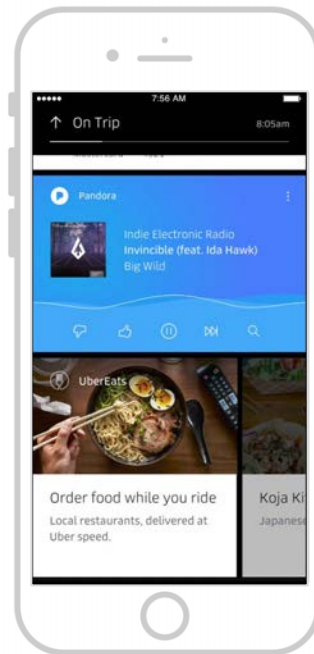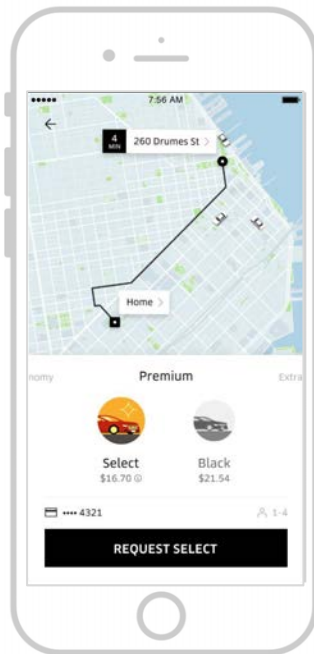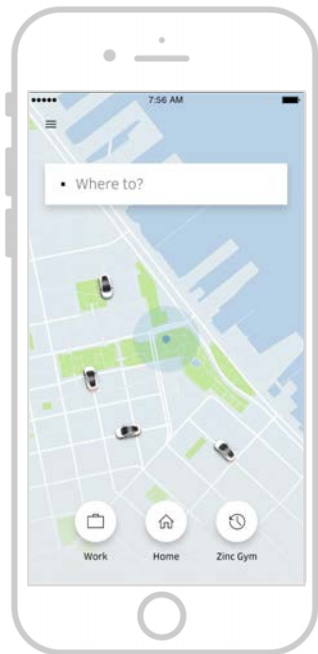
★★★⯪ 3534 Ratings

Easy and enjoyable to use.

If Uber, Instagram, and Amazon make it easy for us to instantly solve a problem or satisfy a need, we expect the same from every other brand.

Fast Company

Looking to UX to Change the Game

Experience Travel Platforms

Tides of change

Empowering Consumers

Travel brands have been offering more and more services striving to become experience platforms - single destinations for every aspect of a traveler's journey.

Airbnb leading the way

The only platform you'll need

With the introduction of Experiences in 2016, they shifted the focus of travel from cookie cutter vacations to authentic cultural experiences.

Airbnb Products & Platforms

- Airbnb Superhosts - improving the platform from within

- Airbnb Superguests - exclusive perks and concierge service

- Airbnb Plus - hand selected and vetted properties

- Airbnb Categories - in-depth property type curation

- Airbnb Collections - type of trip curations

- Airbnb Beyond - customized excursions by an expert

Successful travel brands will be able to offer control over the consumer's entire trip, not just their part of it.

Looking to UX to Change the Game

Emerging Ecommerce

Chatbots

Going beyond the search bar

Chatbots, or digital assistants are expected to become 70% of all digital booking by 2019.
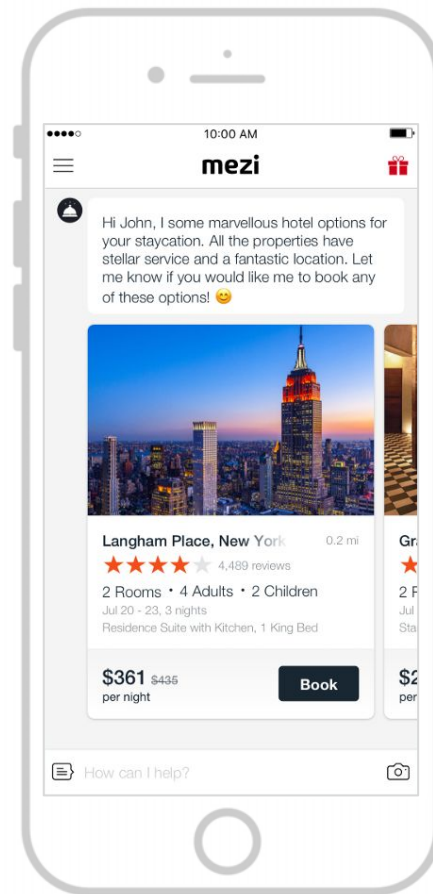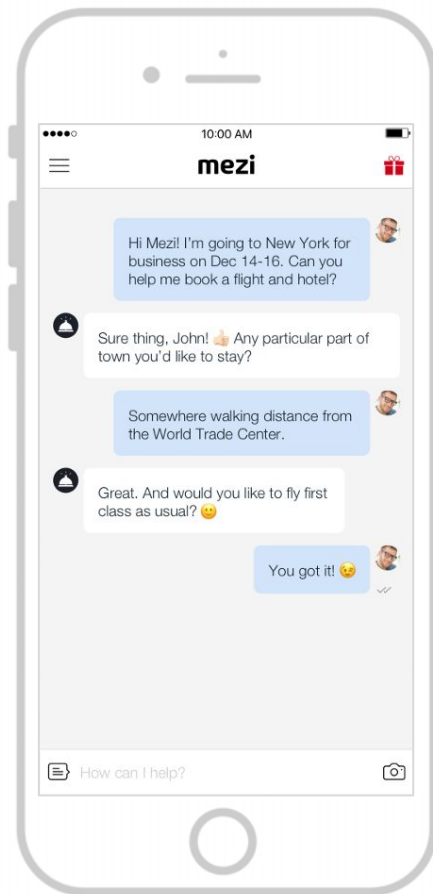
Social Purchasing

Follow the leaders

Social giants are now offering the ability to purchase products directly from their platforms with a tap.
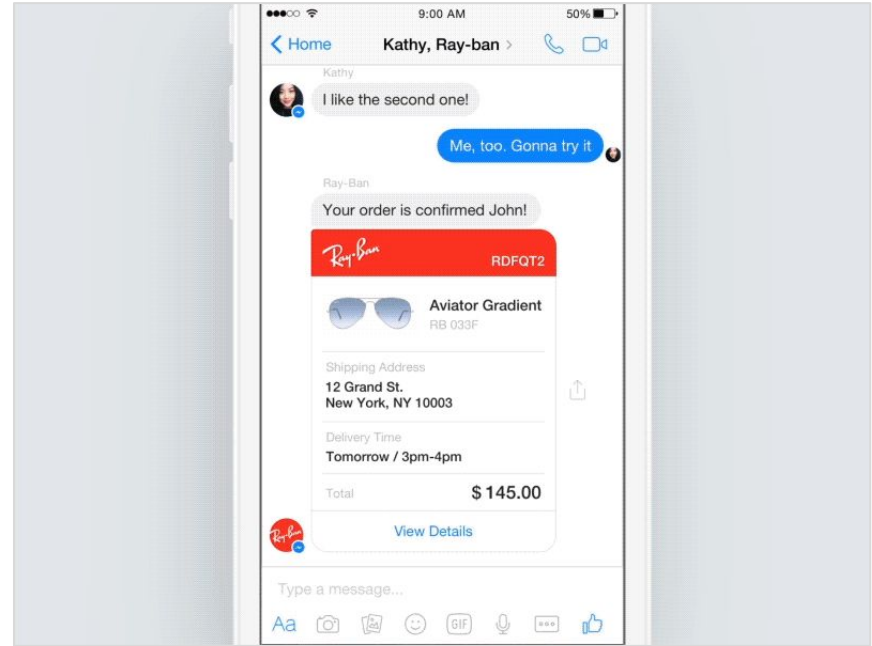
Ok Google...

Our new best friends

Voice activated personal assistants like the Alexa, Home and Homepod are well beyond trendy tech, they're becoming staples within the home.

Google Home

"User experience encompasses all aspects of the end-user's interaction with the company, its services, and its products"

Nielsen Norman Group

Looking to UX to Change the Game
___

Building things for squishy, emotional humans

Building things

If you build it they will come.

Building things

If you build it they will come.

Nope.

If you tell them about it, they will come.

Maybe...

...if your booking funnel and checkout flow is mobile optimized and meets AA Accessibility Standards according to the Web Content Accessibility Guidelines, following UX conventions and principles.

Make something
easy and enjoyable to use.

Avoid difficult and frustrating.

Fogg Behavior Model

Setting a foundation

The Fogg Behavior Model shows that three elements must converge at the same moment for an action/behavior to occur: Motivation, Ability, and Trigger.
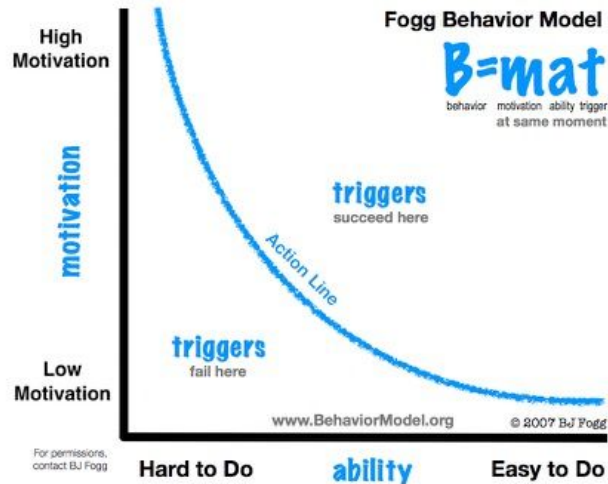
Motivation

If the advertising and marketing departments have done their job, people will be motivated to experience your product, that's step one.

**Fogg's Elements
of Simplicity**

Ability

1. Time
2. Money
3. Physical Effort
4. Mental Cycles
5. Social Deviance
6. Non-Routine

Ability

Fogg's Elements of Simplicity

1. Time
2. Money
3. Physical Effort
4. Mental Cycles
5. Social Deviance
6. Non-Routine

UX Designer's Influence

Clear instructions & steps

Obvious interactions

Easy decisions

Follows conventions

Triggers

Depending on your product or intended behavior, this could be an email, social post, or correctly labelled button in a checkout flow.

Paging Dr. Cialdini

Dr. Robert Cialdini

Pulling their strings

Principles of Persuasion

1. Reciprocity
2. Scarcity
3. Authority
4. Consistency
5. Liking
6. Consensus

Scarcity

First

One way

$356

3 seats left

One way

$408

✈ **Outbound** journey

Newcastle to Amsterdam

⏰ 22 people currently looking at this route

← Wed 29 Oct	Thu 30 Oct	Fri 31 Oct →
No flight on this day	**LOWEST FARE** £33⁹⁹ Dep 10:50 Arr 13:15	£49⁹⁹ Dep 10:50 Arr 13:15

Consistency / Authority

Building things

Consensus

1,234 reviews

Certificate of Excellence

Pool   Restaurant

Hotel website

Star Score   Average Rating
96%   Recency
              Reputation
              Responsiveness

Reviews by rating (past 12 months)
Great
Average
Poor

HomeStars VERIFIED

best of 2018
WINNER 11 TIMES

Excitement, anxiety, anticipation, oh my! Great UX design considers the squishy human's emotions at every step of the experience.

Looking to UX to Change the Game

Time for some stats to prove my points

27% of US online shoppers abandoned their carts solely due to a "too long / complicated checkout process".

Baymard Institute

A well-designed user interface could raise your website's conversion rate by up to a 200%, and a better UX design could yield conversion rates up to 400%.

Forrester Research

Looking to UX to Change the Game

The $300 Million Button

Can you think of an example where a change in a form's design made a noticeable difference in business?

Luke Wroblewski

You mean like $300 million of new revenue?

Jared Spool

Yes, like that.

Luke Wroblewski

$300 Million Button
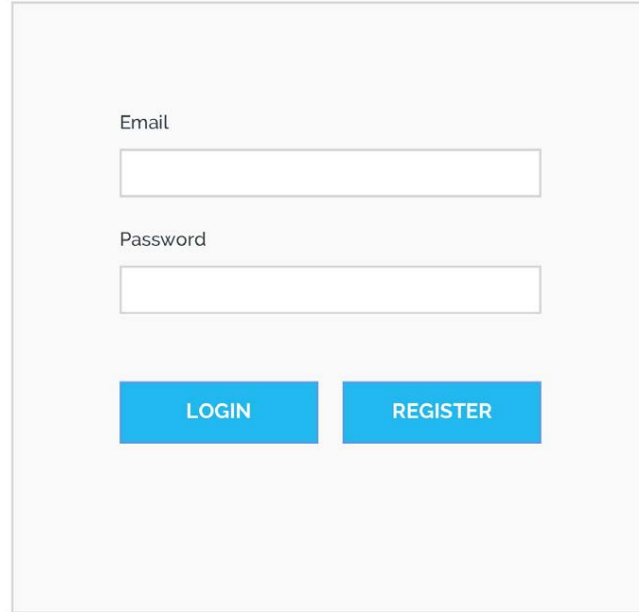
Email

Password

LOGIN   **REGISTER**
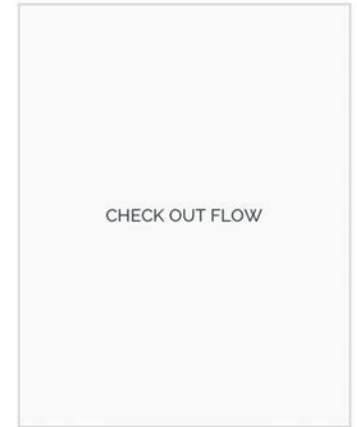
$300 Million Button

CHECK OUT

Email

Password

LOGIN   REGISTER

CHECK OUT FLOW

$300 Million Button

Email

Password

LOGIN   CONTINUE

You do not need to create an account to make purchases on our site. Simply click Continue to proceed to checkout. To make your future purchases even faster, you can create an account during checkout.

The number of customers purchasing went up by 45%. The extra purchases resulted in an extra $15 million the first month. For the first year, the site saw an additional $300,000,000.

Jared Spool

Thank you

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