

## Email Marketing FAQ & Best Practices

The Colorado Springs CVB collects inquiries from our website visitors and offers these leads to our Marketing Partners for an annual fee. Below are the answers to some frequently asked questions as well as best practices for your marketing efforts to these leads.

### How are leads collected?

- A website visitor fills out the form to request a free Official Visitor Guide (OVG)
- After they click on Submit, they are taken to this page, where they can order additional information from CVB Marketing Partners



The screenshot shows the Colorado Springs website interface. At the top, there is a navigation bar with links for 'PLAN YOUR VISIT', 'MEETING PLANNERS', 'TRAVEL PROFESSIONALS', 'SPORTS PLANNERS', 'REUNIONS', and 'WEDDINGS'. Below this is a sidebar menu with categories like 'FREE VISITOR GUIDE', 'DEALS & COUPONS', 'MAPS & AREA COMMUNITIES', etc. The main content area is titled 'Order Visitor Guide Additional Info'. It includes a thank-you message, a disclaimer about the Official Visitor Guide, and a section for selecting additional information. The selection options are: Bed & Breakfasts, Cabins & Vacation Homes, Campgrounds, Hotels & Motels, Rafting, Recreation & Attractions, Arts & Culture, Real Estate & Relocation, Diving, and Local Tours & Guides. There is a 'Submit' button and a note that users may also request information by calling 800-855-4342. A privacy statement at the bottom states: 'VisitCOS.com will not share this information with any other organizations without your express permission.'

- Note that there is a bold sentence explaining that this is an opt-in form.
- It is not necessary to check any of these boxes in order to receive the OVG.
- Each night, our system collects all of the inquiries, divides them by category and sends a spreadsheet to each CVB Marketing Partner that has purchased leads in a given category. Some CVB Marketing Partners have purchased leads in more than one category and will receive a separate spreadsheet for each one.

### Is collecting leads and selling them to CVB Marketing Partners allowed?

Yes, this system complies with all facets of federal law.

## **What rules and regulations do I need to follow?**

There regulations within the CAN-SPAM Act are enforced when it comes to email marketing. Allowing your audience to unsubscribe or manage their email preferences and not using deceptive subject lines are just a few of these rules. Find a list of the CAN-SPAM Act requirements here:

<http://www.business.ftc.gov/documents/bus61-can-spam-act-compliance-guide-business> Please contact [Niki@VisitCOS.com](mailto:Niki@VisitCOS.com) if we can assist you with compliance.

## **Once I start receiving leads, what should I do?**

- Craft a strong Subject Line – avoid using the word “Free” or anything that may cause the email to get caught in a SPAM filter.
- Design your email with beautiful imagery and include your branding elements (logo, colors, etc.)
- Keep your content relevant, interesting and concise.
- In the email copy, let them know how you received their email address.
  - Example: Thank you for requesting more information about Colorado Springs Hotels & Motels from VisitCOS.com.
- Include links and copy to entice readers to click through to your website.
- Use an email marketing tool such as Constant Contact or Mail Chimp to keep your email lists organized and to send and track emails.
- More email marketing best practices can be found at these sites:
  - <http://www.aboutdci.com/2014/01/email-marketing-best-practices-for-tourism/>
  - <http://www.forbes.com/sites/katelee/2012/10/15/15-email-marketing-tips-for-small-businesses/>
  - <http://www.exacttarget.com/blog/50-email-marketing-tips-and-stats-for-2014/>