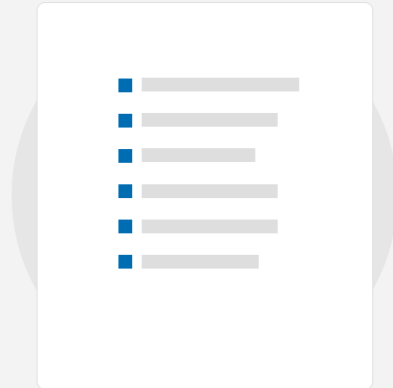


# Monthly Hotel Email Marketing Checklist



- ☐ Are you capturing subscribers EVERYWHERE?
- ☐ Asked for permission.
- ☐ Remembered the wife!
- ☐ Segmented subscribers into groups.
- ☐ Tell them you are not dead.
- ☐ Automated your marketing.
- ☐ Made a targeted offer.
- ☐ Up said a customer
- ☐ Tracked return on investment
- ☐ Made improvements on next months campaign.