

# Sojern Mini eBook Email Drip Campaign

Send list -

Insert list here

## Email Drip Structure / Set Up

### Drip flow and goals:

- Drip #1
  - Announce the mini eBook launch.
  - Highlight value for hoteliers, emphasizing its unique, action-packed format.
  - Drive downloads.
- Drip #2
  - Highlight Sojern's email solution in general.
  - Show how it helps simplify campaigns, and link it back to the mini eBook.
  - Encourage download of the mini eBook
- Drip #3
  - Show how the mini eBook provides strategies to make every email a potential booking opportunity while keeping marketing manageable. Highlight practical tips and tactical guidance.
  - Drive final downloads.
- **Drip #4**
  - Emphasize the importance of capturing direct bookings and reducing OTA reliance.
  - Show how the mini eBook provides strategies for offering perks and advantages OTAs can't match.
  - Drive final downloads..
- **Drip #5**
  - Emphasize the value of Sojern's pay-for-performance model.
  - Clearly state that clients only pay for results and show how the mini eBook explains this approach.
  - Encourage download of the mini eBook

### Overall Design Notes:

- Same banner for each email with mini eBook cover mockup and a bold CTA button "Download Now" linking to the **eBook landing page**.
- Sojern logo in footer linking to **blog announcement** with more info about the mini eBook.
- Keep layouts clean, minimal, and professional.

Weds 3rd Dec

Drip #1 - Announcement	
<b>Subject Line:</b> <60 char	Your Guide to Smarter Email Marketing is Here
<b>Preview Text:</b> <80 char	<i>Discover insights to drive direct bookings and revenue</i>
<b>Intro Copy:</b>	<p>Hi {{lead.First Name}},</p> <p>We've just launched our latest eBook, <a href="#">Email Marketing for Hotels: How to Drive Direct Bookings and Guest Loyalty</a>.</p> <p>We created this guide to help you get the most out of email without overextending your resources. Inside, you'll find practical tips and easy-to-digest insights that you can use right away.</p> <p>Here's a glimpse of what you'll learn:</p> <ul style="list-style-type: none"><li>• Why email drives high ROI for hotels</li><li>• How email connects you with guests through personalization</li><li>• How we make email marketing easy and effective</li></ul> <p><a href="#">Download the eBook</a> and learn how email fuels revenue growth for your property.</p> <p>Best regards,</p> <p>Sojern</p>

Tues 9th Dec

Drip #2	
<b>Subject Line:</b> <60 char	Take the Stress Out of Email Marketing
<b>Preview Text:</b> <80 char	<i>Let Sojern simplify your email campaigns</i>
<b>Intro Copy:</b>	<p>Hi {{lead.First Name}},</p> <p>Our new eBook, <a href="#">Email Marketing for Hotels: How to Drive Direct Bookings and Guest Loyalty</a> unpacks how you can use email to build stronger guest relationships and reduce OTA dependency.</p> <p>Plus, our commission-based solutions are built to ease your team's workload while delivering the results you need.</p>

	<p><a href="#">Secure your copy</a> before the holidays and discover proven email strategies to keep your direct-channel revenue strong in 2026.</p> <p>Best regards,</p> <p>Sojern</p>
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*Thurs 11th Dec*

Drip #3	
<b>Subject Line:</b> <60 char	Maximize Bookings from Every Email Send
<b>Preview Text:</b> <80 char	<i>Level up your email sends with insights from our newest eBook</i>

<b>Intro Copy:</b>	<p>Hi {{lead.First Name}},</p> <p>Imagine turning every email into a booking opportunity while keeping your team's workload manageable.</p> <p>Our new eBook, <a href="#">Email Marketing for Hotels: How to Drive Direct Bookings and Guest Loyalty</a>, is designed to help you do exactly that.</p> <p>We share strategies to help you engage past guests, attract new travelers, and build campaigns that translate into tangible outcomes.</p> <p><b>[Download Your Copy Today]</b></p> <p>Best regards,</p> <p>Sojern.</p>
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*Tues 13th Jan*

Drip #4	
<b>Subject Line:</b> <60 char	Take Control of Your 2026 Bookings With Email
<b>Preview Text:</b> <80 char	<i>Engage guests directly and cut OTA reliance with email marketing.</i>

<b>Intro Copy:</b>	<p>Hi {{lead.First Name}},</p> <p>We know how hard you work to drive revenue for your property. And while OTAs bring guests, they limit your control over direct bookings.</p> <p>That's why we created <a href="#">Email Marketing for Hotels: How to Drive Direct Bookings and Guest Loyalty</a>.</p> <p>It provides clear strategies to help you engage guests directly, deliver perks OTAs can't, and drive more bookings to your property.</p> <p><b>[Download Your Copy Today]</b></p> <p>Best regards, Sojern</p>
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Tues 20th Jan

<b>Drip #5</b>	
<b>Subject Line:</b> <60 char	Email Campaigns That Convert to Stays
<b>Preview Text:</b> <80 char	<i>Discover email solutions that drive bookings with no upfront costs.</i>

<b>Intro Copy:</b>	<p>Hi {{lead.First Name}},</p> <p>Curious how email marketing can work harder for your hotel without requiring a big upfront investment?</p> <p>Our latest eBook, <a href="#">Email Marketing for Hotels: How to Drive Direct Bookings and Guest Loyalty</a>, explores the fundamentals of performance-based email and how it helps hotels connect with guests, build loyalty, and increase direct revenue, while keeping costs predictable.</p> <p><b>[Download Your Copy Today]</b></p> <p>Best regards, Sojern</p>
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