

Video Relaunch Email Drip

Stakeholders (RACI)

Responsible	
Accountable	
Consulted	
Informed	

General Information

This is a thought leadership campaign highlighting the importance of the marketing lifecycle with some tips on how to execute it. This will be achieved through 4 drips each showcasing a relevant video we have previously published.

Videos:

Drip 3 [link](#)

Drip 4 [link](#)

Email Drip Structure / Set Up

Drip flow and follow up/suppression list requirements

- Drip 1 and 2 - All prospects
- Drip 3 - GKAs and management groups only, regional and national chains, remove all other prospects

Audience list

- Note: create an exclusion list for the last drip to only send out to marketers who work with enterprise/brand level prospects and clients (GKAs and ask SAP team - partner with Robyn).
- Link to list here
- Request to SSR team can be found here

Planned send date - January 15, 2026

Prospects

Drip #3

Subject Line: 60 char

Stand out with ads that show up where travelers are watching

Preview Text:

80 char

Get expertly crafted campaigns that make your property impossible to miss.

Intro Copy:

Test A copy:

Hello {{lead.First Name}},

Reaching travelers at every stage sounds great in theory. But executing it? That requires expert-level creativity.

Display ads. Email designs. Video content. All on-brand, optimized, and constantly refreshed.

Most hotels don't have the time or resources for it.

When you partner with Sojern, you get access to a global creative team. We craft visually stunning, performance-driven assets tailored to your brand.

Watch this video to see how we take the stress off your plate.

Best regards,
Sojern

Drip #4

Subject Line: 60 char

Email marketing doesn't have to be complicated

Preview Text:

80 char

Discover the email solution that's driving hotel bookings

Intro Copy:

Test A copy:

Hello {{lead.First Name}},

Email is your most direct line to guests. It reconnects you with past visitors, recovers abandoned bookings, and captures future stays.

Now, imagine running email campaigns that consistently drive bookings and build loyalty, all without straining your budget.

Our fully managed email solution helps you achieve exactly that. And because it runs on a pay-for-performance commission model, you only pay for completed stays.

See how it works for hoteliers just like you!

Best regards,
Sojern