

Project Overview

Develop a thought-leadership email campaign to position Sojern as a trusted partner for travel marketers ahead of **Travel Tuesday (Dec. 2, 2025)** and **Black Friday (Nov. 28, 2025)**. The email will act as a thought leadership piece that positions Sojern as a player in the industry that has expertise in the industry. To showcase that this is an organization that cares about industry trends and staying up to date.

Objective

- Drive awareness of Sojern's expertise during an important seasonal booking period.
- Educate travel brands on traveler trends (value-first, later decision-making, destination shifts).
- Encourage sales conversations via CTA (book a call).

Target Audience

- **Funnel stage:** Consideration
- **Primary:** Travel marketers (airlines, hotels, cruise lines, destinations, tour operators).

Email List

[Insert send list here](#)

Key Message

“Sojern is an expert in the industry and we can give travel marketers real-time data and tools to capture high-intent travelers during the surge of interest of the holiday season.”

Deliverables

Send date: October 14th

Subject Line <60 char:

Get a peek at what's driving Travel Tuesday demand this year.

Preview Text <80 char:

Discover insights to guide your holiday campaigns.

Email Copy:

Hi {{lead.First Name}},

Travel Tuesday is right around the corner, giving you a chance to connect with high-intent travelers searching for holiday deals. Smart, well-timed campaigns can help you meet this demand in a way that feels personal and keeps your brand top of mind when it's time to book.

Here are some trends we're watching:

- Travelers are making decisions later and holding out for the best deals.
- Airlines are running flash sales to push high-intent travelers from “just looking” to “booked” in a short window.
- Destinations in Asia are drawing early interest as travelers plan for the Chinese New Year, making now a great time to highlight these markets.

You don't need to guess what travelers want. We'll show you. With Sojern, you can access real-time intent data and tools to reach the right audience with the right message, exactly when they're planning their next trip.

Want to see how this works for your brand? Book a call with our team.

Best,
Sojern

Additional Subject line and preview text options:

Subject Line: See the trends shaping this year's Travel Tuesday.
Preview Text: Unpack insights fueling demand this holiday season.

Subject Line: Unlock Travel Tuesday Success with Sojern Insights
Preview Text: Learn the insights driving holiday demand this year

Design Needs:

Simple Travel Tuesday-themed banner (calendar icon with Dec. 2 marked, or subtle festive travel imagery)

CTA Link: A calendar link with our sales team

Logo Link: Footer: Sojern logo linking to blog post: [Strategic Shift in 2025 Holiday Travel.](#)