



# EMAIL MARKETING

**More visibility. Less effort.**

The to-do list is long, and the teams are small—and yet visibility needs to be created, regularly and professionally.

Many hosts know how important targeted communication is - but often there is one thing lacking in everyday life: resources.

*The results:*

Ideas fade.

Visibility drops.

Direct bookings stay away.

**This is exactly where we come in -  
guiding our customers through the entire process.**

**Find out how Email Marketing becomes a reliable tool for  
more direct bookings.**

## What we do for you

TOPIC PLANNING  
& EDITORIAL CONCEPT

CI-COMPLIANT  
NEWSLETTER-DESIGN

TEXT CREATION  
& IMAGE RESEARCH

GDPR-COMPLIANT  
RECIPIENT MANAGEMENT

DISPATCH  
TESTING & REPORTING



## FOR YOUR PROFESSIONAL START

Before the first newsletter is sent, we make sure that everything fits perfectly - technically, legally and in terms of design.

After all, a good start is the basis for sustainable success.

**i-HOTEL SERVICES takes care of the complete setup.**

Structured, well thought-out and with an eye for details.

So you do not have to worry about a thing.

### This is included in the setup:

- Templates: (3 formats: editorial, event & image) in your corporate design
- GDPR check including double opt-in, legally compliant forms & links
- Data import from CRM / existing sources
- Initial setup of email workflows
- Recipient structure & audience logic
- 30-minutes kickoff call for strategic alignment

Your professional setup:

**€949** / one-time fee  
excl. VAT

We handle everything – so you can focus on what matters: your guests.

# THREE PACKAGES. ONE GOAL.

## More direct bookings - with less effort.

Whether you are just starting out, expanding, or refining performance – our packages are orientated to your needs and help you utilise booking potentials in a targeted way.

**i-HOTEL SERVICES takes care of the entire process.** From editorial planning to dispatch. Structured, brand-compliant and GDPR-compliant.

### Basic



- ✓ 1 newsletter per month
- ✓ Up to 5.000 recipients
- ✓ 1 CD-compliant template
- ✓ 1 topic per newsletter
- ✓ Onboarding-Call
- ✓ One-time strategy consultation (30 min)
- ✓ Topic planning for 6 months
- ✓ GDPR-compliant
- ✓ Basis-Reporting
- Texts & images from the customer database
- ✗ No editorial service
- ✗ No correction runs
- ✗ No A/B-testing

 Minimum term: 6 months

**299€** / monthly  
excl. VAT

*Good for getting started  
- for a solid start.*

### Advanced



- ✓ 2 newsletters per month
- ✓ Up to 10.000 recipients
- ✓ 3 CD-compliant templates
- ✓ 3 topics per newsletter
- ✓ Onboarding-Call
- ✓ Monthly strategy consultation (30 min)
- ✓ Topic planning for 9 months
- ✓ GDPR-compliant
- ✓ Reporting incl. optimisation suggestions
- ✓ As in Basic incl. i-HS Stock image database
- ✓ Editorial service incl. 1 correction run each
- ✗ No A/B-testing

 Minimum term: 9 months

**489€** / monthly  
excl. VAT

**★Our most popular package★**  
*Maximum effect  
with manageable effort.*

### Premium



- ✓ 3 newsletters per month
- ✓ Up to 20.000 recipients
- ✓ 5 CD-compliant templates
- ✓ Flexible number of topics
- ✓ Onboarding-Call
- ✓ Monthly strategy-deep-dive (60 min)
- ✓ Topic planning for 12 months
- ✓ GDPR-compliant
- ✓ Detailed performance-reporting
- ✓ As in Advanced incl. content creation  
15 photos and 3 videos - mobile shot
- ✓ Editorial service incl. up to 2 correction runs
- ✓ A/B-testing

 Minimum term: 12 months

**749€** / monthly  
excl. VAT

*For ambitious brands with  
a strong content focus &  
regular communication  
needs.*

**Tip**

# HOW WE WORK TOGETHER



## Meet Julia

As Head of Marketing at i-HOTEL SERVICES, Julia brings over 20 years of hospitality experience - most recently as Head of Marketing D-A-CH for a successful serviced apartment brand.

With her keen sense for clear communication, good design and pragmatic solutions, she ensures that your Email Marketing not only works, but also looks fantastic.

Julia is convinced: *'Brands are not created by logos - but by attitude and clear communication.'*



## OUR PROCESS - LEAN & EFFICIENT

Every collaboration begins with a clear understanding of goals, target groups and content. We define the strategy in a joint kickoff call - and then take care of the entire setup.

From CI-compliant design and GDPR-compliant forms to the first mailing list: We think of all the details.

The following editorial planning, content creation and support is tailored to your capacities - and grows with your requirements.

Whether you are starting out or expanding, we support the entire process - in a structured, creative and reliable manner.

**KICK OFF  
& STRATEGY**



**TECHNICAL SETUP  
& DESIGN**



**EDITORIAL PLANNING  
& IMPLEMENTATION**



**SUPPORT  
& DEVELOPMENT**

**Get started now -  
we look forward to the first joint dispatch.**



## READY FOR EMAIL MARKETING THAT WORKS?

**We make it easy to get started - and ensure a clear result.**

With clear processes, creative content and 20 years of hospitality expertise.

**Now is the perfect time to activate the channel that your guests really use - their inbox.**



### LET'S TALK EMAIL MARKETING

Questions, ideas or do you want to start directly?

We support you - strategically, creatively and reliably.

[BOOK YOUR INTRO CALL](#)

Would you like to know how Email Marketing can influence your occupancy, bookings and revenue?

**Find out more in our blog article:**

***More direct bookings through professional Email Marketing***

