

Black Friday Campaign for the Travel Industry

One tip in advance:

Instead of Black Weekend you can also call your campaign Black Flyaway, Black Flyday, Black-Sale-Holiday or Black Sale Days, or whatever comes to your mind – there are no limits to your imagination. Just keep in mind, that the term “Black Friday” is trademarked in some regions of the world (e.g. Germany).

01. Newsletter – Announcement Black Friday & Discount Campaign

When:

November 1 (28 days before Black Friday)

Subject:

Only Today: Pre-Black Weekend 28% Travel Discount

Dear ...

Have you ever thought about doing your Black Weekend Shopping in Rome, New York, Barcelona or Amsterdam? Sure, your local mall or online shopping will also do, but anticipation gets twice the size when you get all excited for a spectacular shopping trip away in a magnificent city.

CTA: Get 28% Travel Discount

How great is it when you tell your friends that you went bargain hunting in an exciting city on Black Weekend?

Arrive, discover new things and incidentally shop great Black Weekend offers.

Enjoy!

FILTER openers and non-openers

02. Newsletter – Reminder to non-openers

When:

November 4 (25 days before Black Friday)

Subject:
Grab another Pre-Black Weekend 25% Travel Discount

Dear ...

Arrive, discover new things and incidentally shop great Black Weekend offers? Get all of that by flying off to an exciting city like Rome, New York or Amsterdam.

Sure, the local mall or online shopping will also do, but anticipation gets twice the size when you get all excited for a spectacular shopping trip in a great city.

CTA: Get 25% Travel Discount

How great is it when you tell your friends that you went bargain hunting in an exciting city?

Enjoy!

03. Newsletter – Pre-Sale Weekend (male subscribers)

When:
8. November (1 week later)

Subject:
Book Now & Discover the Most Beautiful Destinations.

Dear ...

Only three weeks to go until the hunt for travel steals starts on Black Flyday. We can't wait for it, so we already offer many package tours and flights at Pre-Black Weekend prices.

CTA: Find Your Dream Trip

If you want to make sure that there are still places available on your desired flight or that your favorite hotel is not fully booked, then you should book now at great prices.

Whoever books last might be left with nothing but shattered holiday dreams.

04. Newsletter – Pre-Sale Weekend (female subscribers)

When:

November 15 (1 week later)

Subject:

Glory in great Pre-Sale-Weekend Discounts

Dear ...

instead of baking Christmas cookies you want to spend some relaxing time away with your best friend or do some Christmas shopping in a fantastic city with your girls? Or make New Year's special by flying off with your friends or partner?

There are many reasons to use the Pre-Sale Weekend to get great holiday steals at short notice.

CTA: Browse & cheer!

From today until November 17, many package tours and flights at incredible pre-sale prices with up to X % off are waiting for you.

Get inspired and use our Pre-Sale-Weekend to get a real travel steal.

05. Newsletter – Pre-Sale Weekend (male subscribers)

When:

November 15 (1 week later)

Subject:

Pre-Sale Weekend discounts that will boost your travel fever.

Dear ...

instead of staying at home and clearing the snow you want to spend some time away with your best friend in a sports hotel or want to travel to a sunnier place with your buddies or loved one?

There are many reasons for using the Pre-Sale-Weekend for hunting for some short notice travel bargains.

CTA: Get excited & shop for trips

From November 15-17 there are lots of dream trips and flights at incredibly low prices with up to X% off.

It doesn't always have to be a long-distance trip. A weekend trip to your favorite city including a visit to the Christmas market or a one-week trip to the sunny south - treat yourself at a bargain price.

06. Newsletter – Countdown / Pre-Weekend Sale Offer

When:

November 19 (10 days before Black Friday)

Subject:

Redeem Your Countdown Discount of X Euro Today

Dear ...

the countdown to the biggest shopping event of the year starts now! From today on you will find selected package tours at a countdown price, which will take you to the most beautiful places in the world. Use the autumn and winter season to plan your short trips and holidays for next year.

If you book today, you'll get an extra X Euro/% off your countdown holiday booking.

CTA: Save additional X Euro!

Get excited for discounts that'll boost your desire to travel.

07. Newsletter – Black-Travel-Weekend. It's time!

When:

Black Friday (November 29)!

Subject:

Pack your suitcases, ready, go! Black FriYAY Weekend starts now!

Dear ...

great trips at Black FriYAY prices boost your holiday mood! If you search and book your next trip on Black Friday, you have the chance to get countless dream trips at incredibly low prices.

CTA: Get the Hottest Travel Deals!

Whether Mallorca, Berlin, Morocco, New York or Thailand, our extensive offer offers happy package tours for every taste. First come, first served ...

Take your time and browse our shop.

Enjoy booking your next dream trip!

08. Newsletter Cyber Monday

When:

December 2

Subject:

Get your X Euro Cyber Holiday Coupon

Dear ...

in case you didn't have the time to shop on Black Friday, you now have the chance to get lots of Cyber Monday steals!

On top there's a Cyber Holiday Coupon of X Euro you can also redeem with your next purchase after Cyber Monday.

CTA: Reedem X Euro Coupon Now

It doesn't always have to be the beach holiday under palm trees. Especially cities like Lisbon, Stockholm, Prague or Vienna are worth a visit in the pre-Christmas season with their decorated alleys and Christmas markets.

Browse, book and get into a festive mood.

Our Newsletter-Goodie:

If you would like to start the Christmas season now, you can add the next newsletter to the automation workflow and thus create a nice transition to the Christmas campaign.

Filter by openers and non-openers

09. Newsletter – Missed Black Weekend. Pre-Christmas Offers

(only to non-openers)

When:

December 6

Note:

In our automation workflow, we show as an example, we have included a Pre-Christmas newsletter with a different discount idea for openers and non-openers on December 3. For the travel industry, we've decided to only send a newsletter to the non-openers on December 6.

Subject:

Get excited for lots of Pre-Christmas Discounts

Dear ...

You've missed Black Weekend and the greatest travel deals? Time to cheer up, Santa has brought a Pre-Christmas discount of X Euro. You don't believe in Santa?

CTA: Get Santa's Discount

That's going to change now. Santa has dropped of some gifts on our website and most probably wants to get on holiday now too before he gets really busy.

Santa's Christmas Discount is valid for all trips marked with a little Santa's hat. Be quick and take a look at your favorite Santa-trips.

Enjoy Christmas Time!