ClientMail
Delivered by Travel Today

ClientMail gets your product in front of end consumers . . . very cost-effectively

In the 'olden days', suppliers sold their product to travel agents, who then sold on to consumers.

That worked because travel agents were really the only source of travel information for consumers . . . but the internet changed all that.

Consumers now know more about travel than ever before, so putting travel suggestions directly in front of them via your trade partners is really a 'no-brainer'. And very cost-effective.

Travel suppliers and retailers both need to communicate with their respective clients, building on that trust aspect that is so vital in today's market.

ClientMail presents your product direct to consumers via your trade partners, with a targetted and direct message. The ClientMail format is likely far more cost-effective than usual consumer media. And would be seen as supporting retail trade partners where it matters. Cost-effectively. Win/win.

CLICK HERE
for 'Ponder This' and the Agent Sales Collateral Research

Travel Today originally launched ClientMail around 15 years ago, but we were far, far too early.

The new ClientMail product is an enhanced version of that old, but very effective, "co-operative advertising" model from years ago — but with the added impact of the current 'interactive' internet age — and very little cost.

See page 2 for how the ClientMail Marketing Concept works

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How It Works

The ClientMail concept consists of two files – the first is b2b, distributed in an html format, just for agents; while the second one is branded b2c, in pdf format, solely for travel retailers to distribute to their clients.



- **The first page pops up** on the screens of Travel Today's retail subscribers, giving them a strong marketing and sales message as to why they should "click here" and request their own, individually-branded pdf which they then send to their client database. Could be a shop version, or more personal for individual consultants or brokers.

This first page could be a full A4 size, or A5 horizontal, in a jpg format; and contains a 'click here' for retailers to request their own branded version.

NOTE: Agents must not to send this initial 'trade' e-mail to clients, just the requested branded b2c pdf.



- **The second page** is the 'branded' b2c pdf and should contain copy targetting clients and not trade. Motivational copy that should generate client interest — and sales.

It is important that while supplier brand/logo etc are encouraged, there should be no supplier contact details, or call to action off to suppliers . . . giving retailers confidence to distribute the pdf.

This also helps build ongoing trade relations and trust.

CLICK HERE
For 'Ponder This' and the Agent Sales Collateral Research also full sized *ClientMail* dummy artwork

NOTE: Artwork for both of these pages can be supplied by the advertiser, or Travel Today can do creative (production rates per rate card). The first page is in jpg format, with the second page in pdf format.
Insertion of retailer details in the branded pdfs can be handled by the advertiser or their contractor; or by Travel Today (costings negotiated), using existing pdf file.

For more on the exciting new ClientMail marketing concept,
e-mail: tony@traveltoday.co.nz or Call Tony Dominey: +64 21 388 315

Supplier Example only

Your Sales Headline In Here and Here!

Eye-catching statements giving travel retaliers real reasons why they should distribute the b2c pdf to their client base

It's a Win/Win!



An edm with your copy explaining why agents/ brokers should send the branded pdf to clients.

Your Product. Your Name. Your Client's Next Holiday!

A ready-made flyer, branded with your agency's details that you can send straight to your clients' in boxes. No design work, no cost, no hassle.

All you need to do is *click to request* for your free branded flyer.

Advise us of your agency name, logo, phone, email and website. And we will send you a branded flyer ready to send to your client. Your clients see your details, and only yours.

There are no supplier contact details and no links back to us.
Every enquiry and every booking comes straight to you.

A Special Offer To Our Very Special Clients

CLICK HERE to request your branded b2c flyer

SAMPLE

Seas the Day
CRUISE LINE

Your Travel Advisor can assist in selecting the cruise of your choice.

The Magic Word is Cruises . . . anywhere in the world

RESERVE YOUR CRUISE

Ocean Cruises
Mediterranean
Scandinavia
Asia
Pacific
All Over

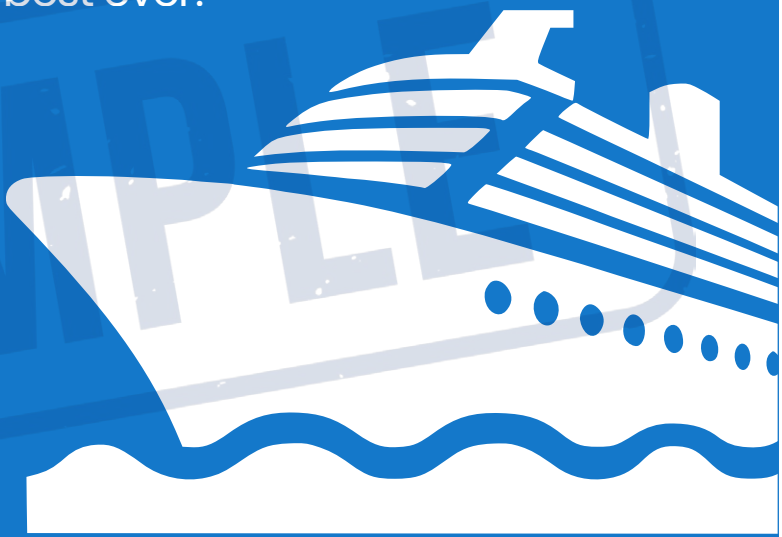
River Cruises
Europe
Asia
South America
All Over

Expedition Cruises
Arctic / Antarctic
Amazon
All Over

14 Days 13 Nights

Seas the Day Cruises works with the reputable cruise lines and ground operators to give your travel advisor an extensive list of global cruise prodcuts. All in one place!

Seas the Day Cruises is able to pass on important product or destination information to your cruise advisor to ensure your cruise experience is the best ever!



SAMPLE

Agent Logo

Travel Retailer Name
email: abc@xyz.co.nz
P: +123 456 789
www.websiteaddress.co.nz



WHY NOT GET LIKE-MINDED GROUP TOGETHER TO FIND THAT HAPPY PLACE

Chess - Global
Football, Asia
Football, UK/Europe
Petrolhead. Bathurst
Petrolhead, F1
Petrolhead, Nascar (SVG)
Petrolhead, Hotrod, Drags USA
Music Festivals, Worldwide
Music, County & Western
Music, Traditional
Rail Journeys
NRL Australia
Tennis, Worldwide
Tiddlewinks, All Over
. . . and many more

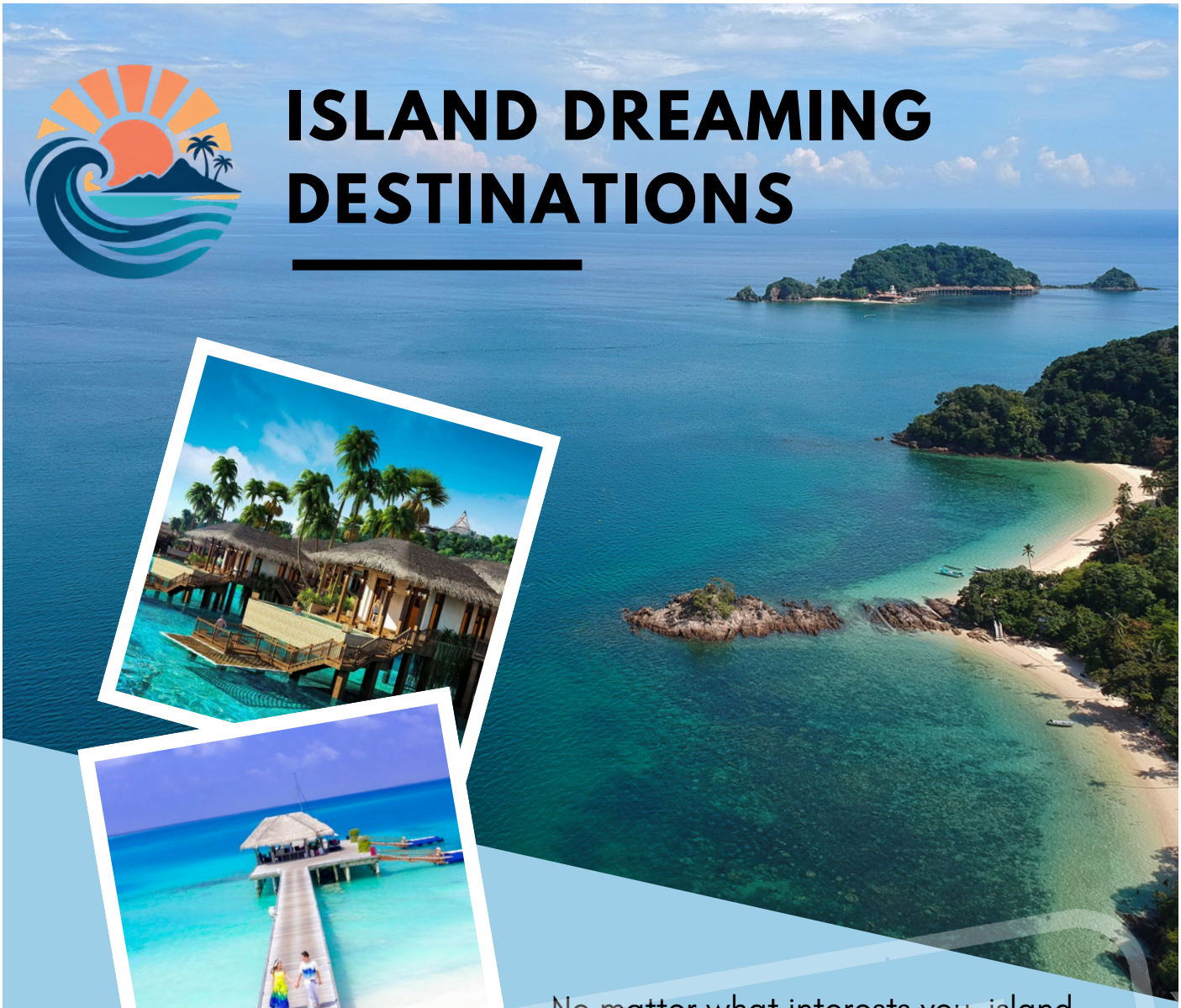
Our List of Bucketlist Packages is Unbeatable!

SAMPLE

Agent Logo

Travel Retailer Name
email: abc@xyz.co.nz
P: +123 456 789
www.websiteaddress.co.nz

ISLAND DREAMING DESTINATIONS





No matter what interests you, island locations have a lot to offer . . .

Thought about getting together with a group of friends and taking off to a pacific destination.

Travel with a purpose makes all the difference.

SAMPLE

Agent Logo

Travel Retailer Name
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