

Digital Skills Future Ready: Email Marketing for Repeat Bookings

How to use this workbook

You do not need to complete everything today.

Focus on identifying **one improvement** you can implement in the next 30 days.

1. Where is email at right now?

Tick what best describes your business

- We send occasional emails
- We only send booking confirmations
- We collect emails but rarely use them
- We have some automations
- We avoid email because it feels overwhelming

In one line, describe your current email activity

2. What are you trying to achieve?

Tick one main goal

- More repeat bookings
- Higher value bookings
- Fill quieter periods
- Promote a specific experience
- Build loyalty and trust

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How could email help support this goal?

3. Your most valuable traveller

Who is your ideal repeat guest?

They are _____

They usually book because _____

What do they need to feel confident to book again?

4. Your email entry point

How do people currently join your email list?

- Booking process
- Website form or popup
- Download or guide
- In-person or manual entry
- We do not actively collect emails

What promise do you make when asking for their email?

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5. One smart automation idea

Choose **one** action you could automate.

The trigger

- New subscriber
- Booking completed
- Page or product viewed
- Downloaded a guide

The email purpose

- Welcome
- Encourage booking
- Upsell or add-on
- Reassure and build trust

The outcome you want

6. Relevance over volume

What could make your emails feel more personal?

- Past booking info
- Interests or product type
- Location
- Time of travel
- Behaviour on your website

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Which one could you realistically use first?

7. Compliance check

Tick what you are confident you have in place

- Permission to email
- Business details in emails
- Clear unsubscribe link

If anything is missing, note it here

8. Ai as a helper, and a timesaver

Where could AI save you time?

- Writing subject lines
- Drafting email copy
- Spotting booking intent
- Personalising content

One AI use you would try first

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9. Your 30-day action

Write **one action** you will take in the next month.

My next step is

What help might I need to make this happen?
