TRAVEL ONLY

Welcome Email Campaign

PLAYBOOK

The Key to Maximizing Sign-Ups for Your Discount Program



access

Overview

This campaign includes a series of pre- and post-registration emails that introduce the discount program to your audience, encourage sign up, and educate on the savings available. Once members sign up and receive all of the post-registration emails, they are transitioned into our ongoing weekly travel emails.

Our travel welcome series helps set your discount program up for success in two ways:

1. Introduces valuable discounts to your members so they can keep more of their hard-earned dollars, and reveals a multitude of ways they can save on travel.

2. Gives members quick and easy access to their deals by providing simple step-by-step instructions on how to sign up and start saving.

FEATURES

This series includes one to two emails, depending on if your group starts with our pre-registration email or skips straight to the post-registration flow. Email features include:

- **Ability for members to opt out any time**
- **Detailed information on key benefits / features**
- **Branded with company/program logo**



MEMBERS WHO GOT OUR EMAILS

SAVED 48% more when they received them each month.

AND ARE

6X more likely to sign up from ongoing emails.

7X more likely to book travel.

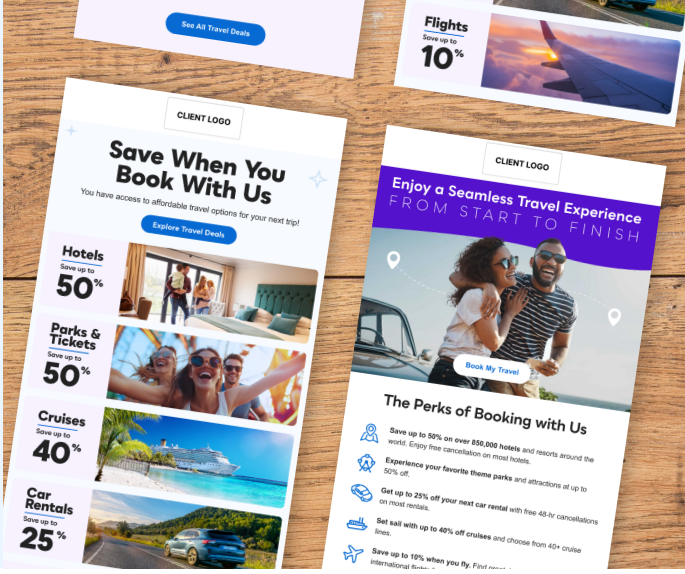
51X more likely to **sign up early** when receiving the **Welcome Campaign Emails.**

Questions about which domain or email address your welcome emails will come from? Contact your Client Marketing Specialist (CMS).

Welcome Series HTML

If you decide not to have Access send your member emails, you always have the option to use our HTML. Each HTML file provides implementation instructions, an image of the email to show the design and what it should look like, all images used in the email, and the subject line and preheader. Feel free to only use the emails relevant to your audience and program.

Download HTML



Welcome Email Campaign: **Pre-Registration**

OVERVIEW

You'll work with your Client Marketing Specialist (CMS) or Sales Rep to set an email launch date for your welcome series. As long as your email list is uploaded 48 hours before the email launch date, your welcome emails will be sent on the same day as the agreed upon email launch date.

After your program has launched, any new members that are added to your email list will receive the welcome emails 1-3 days after being added, depending on the verification process and what day of the week they are added. There are no sends on Saturdays and Sundays.

HOW IT WORKS

The pre-registration email will send every 24-48 hours after a new member enters the program.

Once a member signs up, they will receive the post-registration email within 24 hours to confirm their program sign-up and help them start saving.

The email features savings across multiple travel categories—hotels, cruises, car rentals, and more. Content is dynamic, so categories are automatically shown or suppressed based on each member's subscription, ensuring everyone sees the version relevant to their benefits.

If your members go through both the pre-registration and post-registration flows, they'll receive one pre-registration email and one post-registration email. However, many of our travel-only clients send just the post-registration series. In that case, members will receive the pre-registration email as their first post-registration email, followed by post-registration email two.

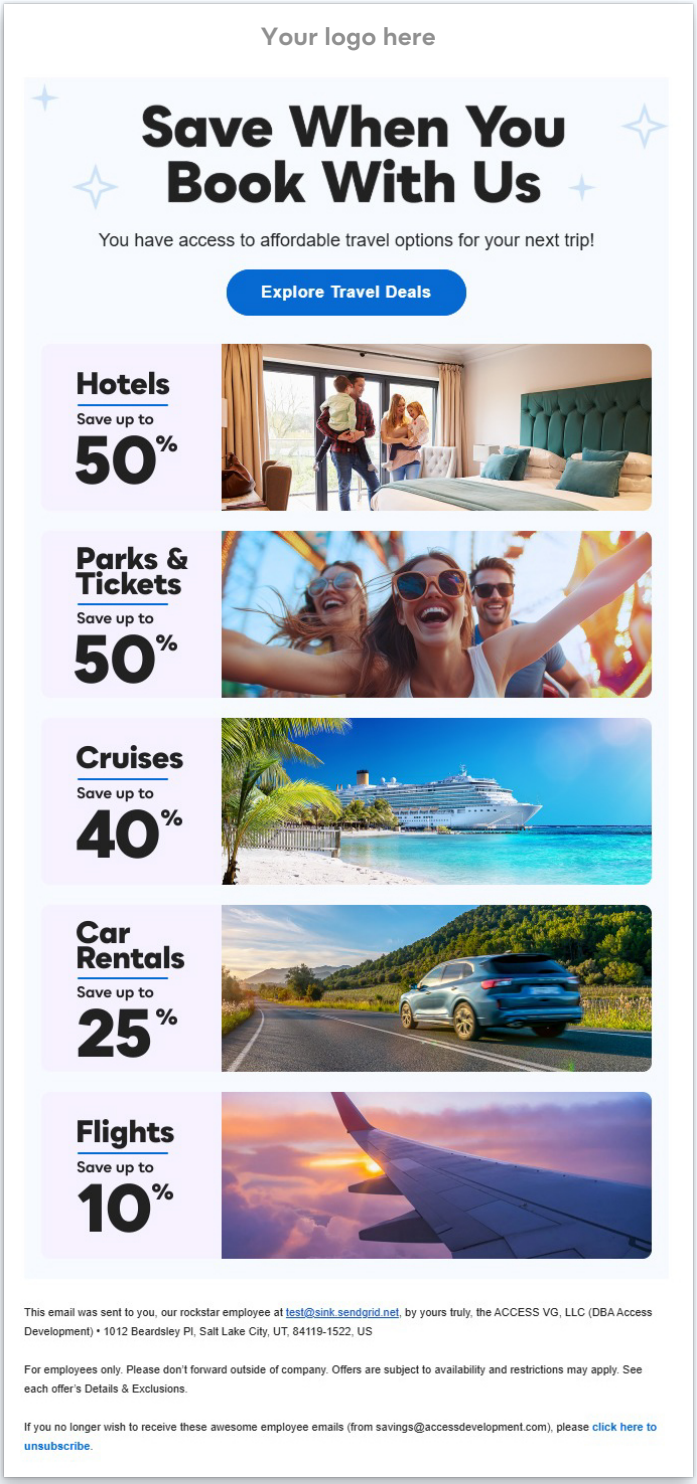
> We knew launching this program would require some effort, but we didn't imagine it would take off this quickly.
>
> — Vicki Rodgers, *Assistant Manager of Member Benefits of California Teachers Association*

The California Teachers Association met their **12 month goal in only 6 months.**

> We have been impressed with the Access Perks program and the positive response from our employees at every level of the organization. Staff truly value the local discounts and travel savings, and the level of engagement has exceeded our expectations. Access Perks has been an affordable, meaningful way to support employee appreciation and morale.

Riverwood Center had more than **half its staff registered (53.8%) in the very first month.**

EMAIL #1



> The onboarding process was smooth and straightforward. From the beginning, we felt well supported, and that support has continued as we've grown. The consistent marketing campaigns, along with the ready-to-use tools and graphics, have made it easy for us to promote the portal and communicate its value to our members.
>
> — Redis Farka, *Impact Global*

Savings highlights to promote the value of the discount program

> What we value most about Access is the tangible value it delivers to our members through high-quality travel offerings that they can actually use and appreciate. The platform provides meaningful savings and special travel experiences, which makes the benefit feel both practical and aspirational.
>
> — Diego Gosselin, *Vive Plus*

Opt out link at the bottom of every email

Welcome Email Campaign: **Post-Registration**

OVERVIEW

The post-registration emails are sent immediately after program sign-up. These emails are designed to engage new members and get them using their savings.

> Every day we're enrolling more members, and they look forward to the emails they receive from Access about offers.
>
> — David Williams, *Associate Executive of OEA*

HOW IT WORKS

Post-registration emails one and two are sent every 24-48 hours after a new member has signed up. There are no sends on Saturdays and Sundays.



Email features savings across multiple travel categories—hotels, cruises, car rentals, and more. Content is dynamic, so categories are automatically shown or suppressed based on each member's subscription, ensuring everyone sees the version relevant to their benefits.



Again, many of our travel-only clients just send the post-registration email series. If that's the case, members will receive the pre-registration email as their first post-reg email, followed by post-registration email two.

> Access has played a significant role in promoting inclusivity by providing discounts and benefits that appeal to everyone. Once we got members to engage with the program, they were far more likely to see how the company was looking out for their financial well-being.
>
> — Hanna Low, *HR Benefits Specialist Spartan Companies*

Spartan Companies had an impressive 58% of their members sign up within the first 24 months of its launch!

PRO TIP: Want to increase the success of your welcome campaign? Before it launches, let your audience know about their exciting new discount program and to look out for an email that will help them get signed up.

EMAIL #1

Your logo here

Save When You Book With Us

You have access to affordable travel options for your next trip!

Explore Travel Deals

Hotels
Save up to **50%**



Parks & Tickets
Save up to **50%**



Cruises
Save up to **40%**



Car Rentals
Save up to **25%**



Flights
Save up to **10%**



This email was sent to you, our rockstar employee at test@sink.sendgrid.net, by yours truly, the ACCESS VG, LLC (DBA Access Development) • 1012 Beardsley Pl, Salt Lake City, UT, 84119-1522, US

For employees only. Please don't forward outside of company. Offers are subject to availability and restrictions may apply. See each offer's Details & Exclusions.

If you no longer wish to receive these awesome employee emails (from savings@accessdevelopment.com), please click here to unsubscribe.

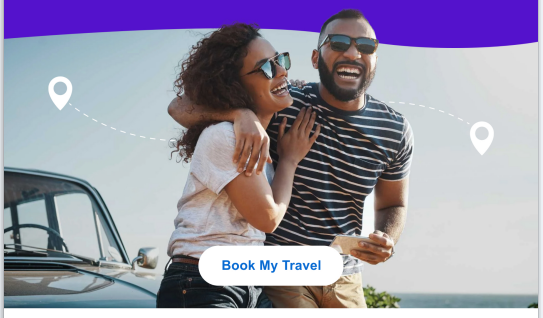
Savings highlights to promote the value of the discount program

Opt out link at the bottom of every email

EMAIL #2

Your logo here

Enjoy a Seamless Travel Experience
FROM START TO FINISH



The Perks of Booking with Us

- **Save up to 50% on over 850,000 hotels** and resorts around the world. Enjoy free cancellation on most hotels.
- **Experience your favorite theme parks** and attractions at up to 50% off.
- **Get up to 25% off your next car rental** with free 48-hr cancellations on most rentals.
- **Set sail with up to 40% off cruises** and choose from 40+ cruise lines.
- **Save up to 10% when you fly.** Find great deals on domestic and international flights from popular airlines.
- **Receive round-the-clock customer support.** Our agents are waiting to help, saving you long wait times and frustrating experiences.

Trusted by members like you.

> Customer service is exceptional. All my vacations have been booked through this service.
> **– Forrest N.**

> I like the savings on full hotel pricing, options for booking family vacations, ease of use, and flexibility to cancel should unexpected issues arise.
> **– John B.**

See All Travel Deals

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To launch the welcome series email campaign for your program today, call your CMS or Sales Rep and we'll get you set up asap!

If you don't know who your CMS is, call our customer service number and they can find out for you at 1-800-331-8867.

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