**Summary of Ideas –**

What kind of video emails would you send? For what desired outcome?

1. To get to know a new client who I can’t visit right away
2. Share information – to educate customers on brand programs or new openings
3. Instructional – How to Videos - Hotel onboarding connectivity/ contracting
4. Save the date – to get clients excited about an event – explain why they should register, personalize the experience
5. RFP details – to show hotels how to complete an RFP
6. Process video – to train on a process so they retain it better, understand it more clearly
7. Personal video – to connect with a customer
8. Share new brand initiatives – keep our clients up to date
9. Educate clients on brands, cleanliness protocols – reminds them of you
10. Invites – to increase engagement – add some added obligation
11. Hotel updates – specific to open/closing properties, new hotels to replace existing hotel closures
12. Education videos – educate hotels and clients on tools – for example Leisure online tool, it would get customers and hotels more engaged and to feel more comfortable using new tools
13. Follow up – clients have young teams – a thank you as a follow up to an online seminar keeps me top of mind and they are used to video
14. Helms Briscoe – Large team – let them know I am here, thinking about them and happy to assist/brainstorm or just catch up. Short and sweet but very personal. Ask a question at the end – so they are challenged to reach out to me as the next step. Goal is to differentiate, stay top of mind, get them to reach out to me.
15. HPN Annual Partner Conference – Sharing details of upcoming client conference to our DOSMs – encouraging hotel participation
16. RFP launch updates to hotels – Quick video to hotels to give a quick overview of 2021 RFPs and give them confidence in their bids and strategies
17. Introduction Emails – when a new hotel salesperson joins and you’ll be working with them often – putting a face to the name and the call to action could be a follow up coffee or in person meeting or to discuss the proposal that will be sent.
18. Holiday – great way to send a greeting during any holiday