

Fictional Travel Agency called 123 Travels

Goal: Convert potential clients into booked consultations for your agency.

Audience: Travelers seeking to book a trip to Spain.

Challenge: Potential bookers may be confused due to being new to traveling or anxious about booking due to language barrier and lack of clarity.

Solution: Four part email sequence that touches the heart, evokes emotion, is informative and lands bookings.

- Call-to-action
- Follow up with re-engagement
- Lead nurturing (Shown a list of itineraries to book)
- Abandoned cart reminder with informative article

My copy will include a translated version in each email to the benefit of the potential client, with a culturally adapted translation designed to eliminate confusion and make your travel site more accessible for Spanish speaking clients. Written in *italics*

Email 1: 'Say Hola Barcelona!' You are one step closer to your springtime in Spain

Warm beach days full of Spanish dishes, rich culture and an experience you'll never forget? That's the right way to spend your spring break. Top ten Barcelona experiences are found below in the PDF. Is this summer the one you make unforgettable?

Días cálidos llenos de actividades incluyendo platos españoles, cultura y una experiencia que jamás se olvidará. La mejor manera de pasar su primavera. Las diez mejores aventuras de Barcelona se encuentran aquí en el enlace. Están listos para un verano inolvidable.

Email 2: You are ordered to a week of beach rest! Let us be your tour guide...

Tickets, hotels, bookings, language barriers and logistics! No wonder many never get around to making the memories of a lifetime sooner...

Let 123 Travels show you some full itineraries and packages and do all the work for you. Below are a few, tell us your favorite, and we will get you on your way.

Billetes, hoteles, bookings y diferentes idiomas y logística. Con razón muchos se demoran y nunca llegan a crear estas memorias inolvidables. Con 123 Travels le van a mostrar planes y paquetes completos y haremos todo lo difícil para usted. Díganos su vacación ideal y el viaje ya empieza.

Email 3: “They say travel broadens the mind” Safe to say this is your time!

Your new adventure is just a few clicks away, and we want you and your family to claim your space! Below are exclusive packages for an adventure that fits your style.

Su nueva aventura está a unos clics, y es el momento de que usted y su familia aseguren su lugar. Debajo hay paquetes exclusivos para una aventura a su estilo

- 7 day getaway, with historic / architectural focus
 - 5 day quick stay , Get most out of the city in a shorter stay
 - Family package , activities for all ages
-
- *7 días de vacaciones con el enfoque en lo arquitectónico e histórico*
 - *Viaje corto de 5 días, sáquele el mejor provecho a la ciudad en poco tiempo*
 - *Paquetes para las familias, actividades para todas las edades*

If you aren't ready for this adventure, someone else might snatch it. Reserve your spot here!
Si no estás listo para esta aventura, alguien más podría quedarse con ella. ¡Reserva tu lugar aquí!

Button Reserve Your Spot / Reserva Tu Lugar

Email 4: They are taking off without you!

We see your adventure is secured in your cart but don't let this opportunity slide, spots are going fast, we want to get you there. Book in the next 48 hours. Here is a checklist story to get you prepared. Read below.

*Travel blog below linked

Vemos que tienes tu aventura en el carrito, no dejes que se te vuele el avión. Los espacios son limitados y queremos verte allí. Book en las próximas 48 horas. Aquí hay una guía para asegurarse de que estás preparado. Desplázate para leer.