
On-line Tourism Marketing & Distribution: Customer Relationship Management and E-mail Newsletters

Audience for this course:

This course is designed for tourism operators who wish to implement a Customer Relationship Management system and an e-mail newsletter. The course builds on material presented in the introductory course which describes the main elements of e-marketing and e-distribution for tourism.

Pre-requisite skills:

People attending this course should have previously attended NDA's *On-line Tourism Marketing and Distribution: Introduction* course or have equivalent knowledge and should have at least basic skills in Microsoft Word and Microsoft Excel.

Duration

One day.

Course Outcomes

On completion of this course attendees will be able to describe how to:

1. Implement a Customer Relationship Management system
2. Write and send an e-mail newsletter

Course Content (draft)

Customer Relationship Management (CRM)

- Commercial CRMs
- Do it yourself CRMs
- Capturing and storing client contact information
- Opt out or opt in
- Privacy requirements

E-mail newsletters

- Commercial options for e-mail newsletters
- Do it yourself e-mail newsletters
- What to include in an e-mail newsletter
- Linking your e-mail newsletter back to your website
- Sending your own e-mail newsletter

Appendix 1 – Customer Relationship Management

- Overview
- Types/Variations of CRM
- Strategy
- Successes
- Privacy and data security

Appendix 2 – E-mail marketing

- Advantages
- Disadvantages
- CAN-SPAM compliance
- Opt-in e-mail advertising