



Resident Pro™

CREATING AN EMAIL CAMPAIGN

You can export a list of email addresses from the Resident Pro database to a file. The file is a simple text file which can be opened in Notepad, Excel, Word, or imported into Mass email application or service such as "MailChimp". I can recommend MailChimp.

EXPORT THE EMAILS

- 1) Go to Resident Pro and press F2 for the Database
- 2) Select Mailshot & Mailmerge from the drop down menu.
- 3) If you want to export all the emails then click the "All emails" button, and take a note of where the "emails.txt" file will be saved.

Alternatively, you can target emails if you click on the "Labels, emails" button. For example, you may only wish to send emails to guests who stayed last July, or those who have spent over £1,000.00, or those who stayed on a certain Package or who heard about you from a certain "source".

- a) Select "Apply all criteria"
- b) Select your criteria (i.e. arrival and departure dates). Do not tick any of the 3 Exclude boxes as these are only relevant to Labels only and may limit your results. Click "Continue".

Take a note of where the "emails.txt" file will be saved.

- c) You can finish, or you can exclude any "Sources of business" or "Packages".

You can either employ the services of your Marketing company to send them for you, or send them yourself. Either way, you would simply use the exported text file "emails.txt" from Resident Pro that contains the email addresses...

IMPORT THE EMAILS

Everyday email applications such as Outlook Express may not allow you easily send BCC (blind carbon copy) emails to lots of recipients, and won't spread out the sending of the emails over time (thus potentially causing serious issues with your email provider because their systems are likely to detect your activity as a spam attack!).

For these reasons, I recommend you use a bulk email application (such as GroupMail) or a service such as "MailChimp" (mailchimp.com). MailChimp is an online service. This market leading "online" bulk email sender is free if you send no more than 2000 emails per month.

Now you can use MailChimp to create a New Campaign, there are lots of helpful tutorials on their website www.mailchimp.com on how to get started.

Tip: If you use Roombasket, consider adding a "Coupon" code incentive to your campaigns. You can create your coupons on Resident Pro (see the Roombasket Guide for more information). It is better if your customers rebook directly than if they use a commission based online travel agency!

EMAIL MAINTENANCE

After sending your mailshot, if a guest contacts you to ask you to remove their email address, then you should remove it from (a) the Resident Pro database (b) the Mailchimp list.

More information in the Resident Pro Handbook, section 6, page 62-67.