

Email Marketing

How to build effective campaigns:

Using email to retain contacts and convert potential clients into real opportunities



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What is email marketing?

Email marketing is a simple way to communicate with contacts, leads, partners, or clients through email.

It helps cruise companies stay connected with their audience and send the right message at the right time.

THE GOAL IS TO:

Keep relationships active

Build trust over time

Follow up with potential clients

Promote relevant services

Convert interest into opportunities

Why does it matter?

No follow-up, no opportunity

Email marketing keeps the conversation alive after the first contact.

In the cruise and port sector, relationships take time.

A contact may not become an opportunity immediately, but regular and relevant communication helps build trust.

IT HELPS YOU:

- ✓ Stay visible after events and meetings
- ✓ Share useful information about your port or services
- ✓ Nurture leads over time
- ✓ Support commercial follow-up
- ✓ Turn interest into future collaboration

How email fits into the sales funnel

Each stage needs a different type of email

1

AWARENESS

Send newsletters, sector news, port updates, destination content, or event invitations.

2

CONSIDERATION

Share case studies, service information, infrastructure details, sustainability initiatives, or success stories.

3

DECISION

Send tailored follow-ups, proposals, meeting summaries, or specific information requested by the contact.

4

RETENTION & ADVOCACY

Send thank-you emails, satisfaction surveys, exclusive updates, and invitations to future events.

Examples of effective campaigns in the sector

- 1. Post-event follow-up campaign**

After a MedCruise event, send a thank-you email with useful information, a presentation, and a clear invitation to continue the conversation.
- 2. Destination or port update campaign**

Share news about terminal improvements, new services, sustainability actions, or infrastructure investments.
- 3. Partnership campaign**

Send targeted information to cruise lines, agencies, or partners about collaboration opportunities.
- 4. Loyalty and relationship campaign**

Keep existing contacts informed with regular updates, exclusive insights, and invitations to future events.

Good practices to start

Keep it simple and useful

- 1 Segment your contacts:**
Do not send the same message to everyone, group contacts by type: cruise lines, agencies, partners...
- 2 Use a clear subject line:**
Make the email easy to understand before opening it.
- 3 Add one clear call to action:**
For example: “Contact us”, “Request information”, “Book a meeting”, or “Read more”.
- 4 Measure the results:**
Track basic indicators such as open rate, clicks, replies, and meeting requests.
- 5 Be consistent:**
It is better to send simple, regular emails than complex campaigns that never happen.

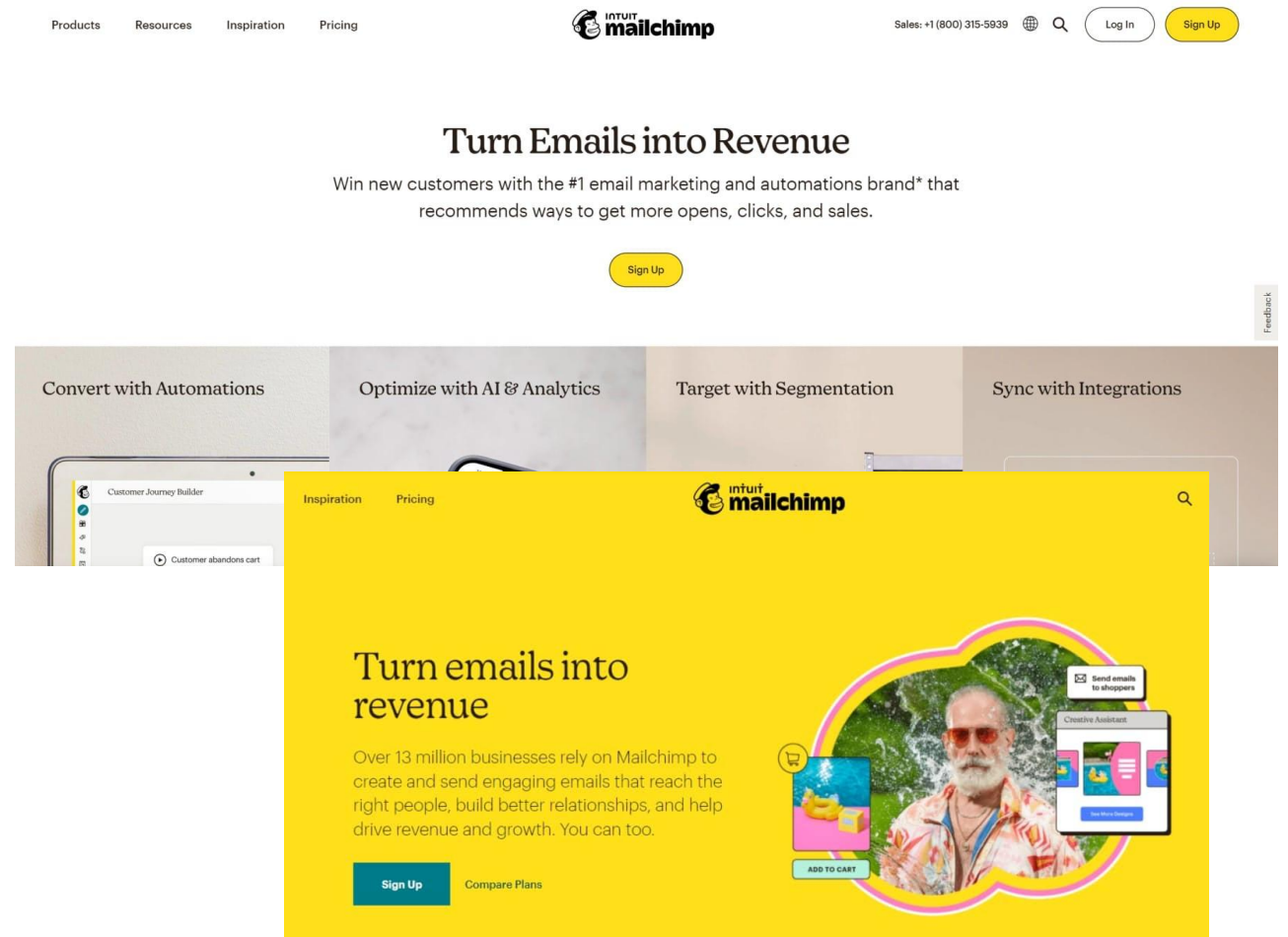
Tools to get started (1/2)

Mailchimp

A simple tool to store contacts, create email campaigns, send newsletters, and automate follow-up messages.

It is useful for:

- **Managing contact lists**
- **Creating branded email templates**
- **Sending newsletters**
- **Automating basic campaigns**
- **Measuring opens and clicks**



The screenshot shows the Mailchimp website homepage. At the top, there is a navigation bar with links for Products, Resources, Inspiration, and Pricing. The Mailchimp logo is on the right, along with contact information: Sales: +1 (800) 315-5939, a globe icon, a search icon, and buttons for Log In and Sign Up. The main headline reads "Turn Emails into Revenue" with a sub-headline: "Win new customers with the #1 email marketing and automations brand* that recommends ways to get more opens, clicks, and sales." Below this is a yellow "Sign Up" button. A horizontal bar below the headline lists four key features: "Convert with Automations", "Optimize with AI & Analytics", "Target with Segmentation", and "Sync with Integrations". The main content area has a yellow background and features the Mailchimp logo, a search icon, and the headline "Turn emails into revenue". The sub-headline states: "Over 13 million businesses rely on Mailchimp to create and send engaging emails that reach the right people, build better relationships, and help drive revenue and growth. You can too." There are two buttons: "Sign Up" and "Compare Plans". On the right side, there is a circular graphic with a man's face and several icons representing email marketing features: "Send emails to shoppers", "Creative Assistant", and "ADD TO CART".

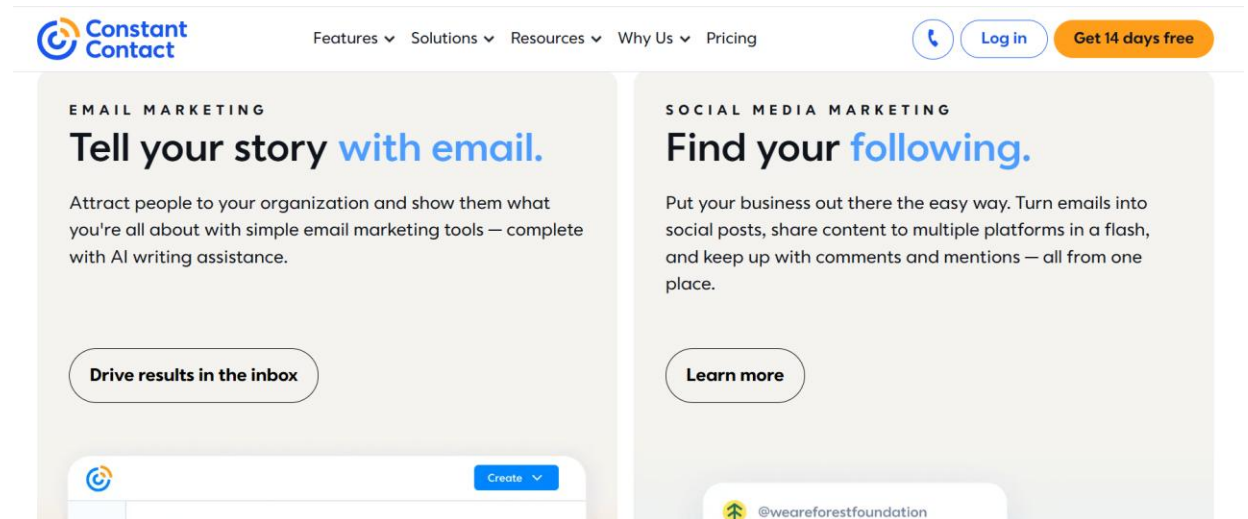
Tools to get started (2/2)

Constant Contact

Another accessible tool for creating and sending email campaigns without advanced technical knowledge.

It is useful for:

- **Designing simple campaigns**
- **Segmenting audiences**
- **Scheduling emails**
- **Automating communications**
- **Tracking campaign performance**



The screenshot shows the Constant Contact website homepage. At the top left is the Constant Contact logo. To its right is a navigation menu with links for Features, Solutions, Resources, Why Us, and Pricing. Further right are buttons for a phone icon, Log in, and Get 14 days free. The main content area is divided into two columns. The left column is titled 'EMAIL MARKETING' and features the headline 'Tell your story with email.' Below this is a sub-headline: 'Attract people to your organization and show them what you're all about with simple email marketing tools – complete with AI writing assistance.' A button labeled 'Drive results in the inbox' is positioned below the text. At the bottom of this column is a 'Create' button. The right column is titled 'SOCIAL MEDIA MARKETING' and features the headline 'Find your following.' Below this is a sub-headline: 'Put your business out there the easy way. Turn emails into social posts, share content to multiple platforms in a flash, and keep up with comments and mentions – all from one place.' A button labeled 'Learn more' is positioned below the text. At the bottom of this column is a social media post preview for '@weareforestfoundation'.

Key Takeaways

- **Email marketing keeps the conversation alive after the first contact; regular communication helps build trust**
- **Remember to segment your contacts, use clear messages, measure the results and be consistent**
- **Mailchimp and Constant Contact are some effective tools to get started**





The Association of Mediterranean Cruise Ports