

CBMS Tips on Marketing Codes

When and How Should I Use Marketing Codes? In order to deliver relevant marketing, CBMS uses marketing codes stored in your client profiles to unlock the insight to your client's interests and preferences. So, it is important to revisit and keep the codes updated for your clients as they share vacation inquiries and life changes.

Where? Select codes based on your client's future destination wish list. When speaking with your client, ask questions and listen for their destination interests. Once your client returns from their vacation, set a reminder and follow up. Ask where they would like to go next and if they would be interested in returning to their previous travel destination. In addition, if your client is interested in a particular destination, you may want to select a "like" destination to market as well. For instance, if they have expressed interest in Mexico, then you may want to select the Caribbean to market.

When? By selecting the When? Marketing code in your client profiles, CBMS can send relevant offers based on the season your client is most likely to travel. You know your client best. If your client has a family and can only travel in the summer, then select this code so that they will receive offers in the summer. However, if they also travel as a couple without the children in the fall, select this code as well.

With Whom? (Life Cycle) Not all vacations appeal to every age group. Therefore, by selecting the appropriate life cycle marketing code, With Whom?, you have the ability to target market to a particular life cycle. Each year your database grows and should be updated periodically to reflect the changes in life cycles of your clients. For instance, your clients have transitioned from couple: young to family: young. By updating the code, they will receive family vacation offers.

What Type? Don't let your clients miss out on relevant promotions. It is important to determine all types of vacations that match your clients' preferences. For instance, if your client prefers cruises, you might ask if they prefer all-inclusive vacations as well. By selecting and updating your clients' codes, your client will receive all applicable promotions and you will not miss out on a potential sale.

What Budget? An important marketing category used by CBMS, What Budget?, allows the segmentation of your database based on the travel spend of your client. By selecting this code in the client profile you will be able to provide an offer to which they can relate.