

Shore Excursions with TouchBase or In Touch

We are working with a new supplier in the TouchBase and In Touch programs, Shore Excursions, to bring you triggered email marketing. TouchBase and In Touch send automated emails to your clients that meet the following criteria:

- Clients that booked a cruise in the week before
- Cruise clients that are due to depart in 60 days
- Cruise clients that are due to depart in 30 days

Each week your ClientBase database will be queried for clients that either just booked a cruise or will be sailing in 30 or 60 days and a branded email with a link to your branded site Shore Excursions site will be sent to encourage them to book their shore excursions. You are identified as the agent/agency that made the booking and you receive the commission.

If you are not already in TouchBase or In Touch please use the following links to sign up:

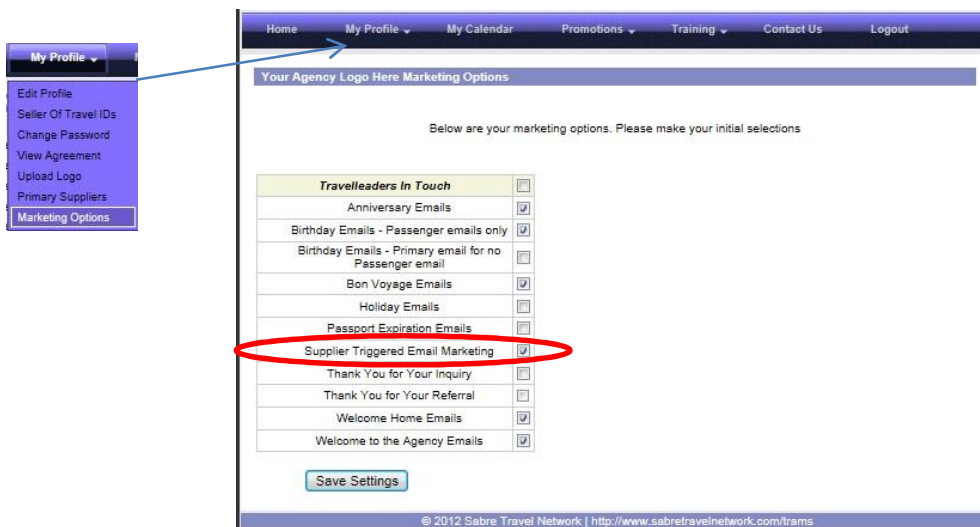
TouchBase:

<http://static.trams.com/cbms/touchbaseorderform.html>

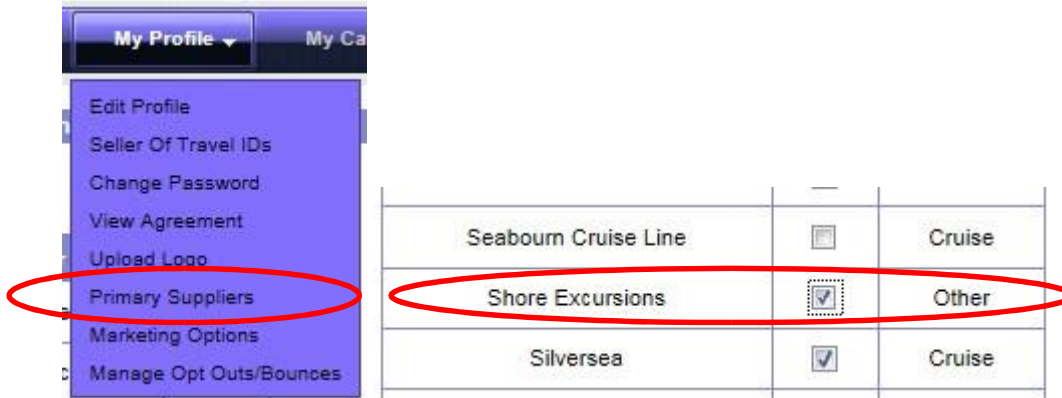
In Touch:

<http://www.surveygizmo.com/s3/1995337/InTouch-Order-Form>

To participate, the agency needs an AgencyID from Shore Excursions so we can link to your personalized Shore Excursions landing page from the email. Once you have the ID, please let us know so we can load it into your profile. Select My Profile | Marketing Options and select Supplier Triggered emails.



Next, go to My Profile|Primary Suppliers and check Shore Excursions and save. Now the emails will be automated and you receive commission on any Shore Excursions your client books.



You will see the 3 emails on your calendar to be delivered each Tuesday:

Your Marketing Calendar - The Next 60 Days					
June 2015					
18	Ensemble	MLT Vacations	Delta Vacations See Europe Your Way Postcard	Direct Mail	Edit
19	Travelleaders In Touch	Travelleaders	Bon Voyage	Email	Opt Out
19	Travelleaders In Touch	Travelleaders	Welcome Home	Email	Opt Out
22	Travelleaders In Touch	Travelleaders	Happy Birthday Wishes	Email	Opt Out
23	Travelleaders In Touch	Shore Excursions	Shore Excursions for Your Upcoming Cruise in 30 Days	Email	Opt Out
23	Travelleaders In Touch	Shore Excursions	Shore Excursions for Your Upcoming Cruise in 60 Days	Email	Opt Out
23	Travelleaders In Touch	Shore Excursions	Shore Excursions for Your Upcoming Cruise	Email	Opt Out
26	Travelleaders In Touch	Travelleaders	Bon Voyage	Email	Opt Out
26	Travelleaders In Touch	Travelleaders	Welcome Home	Email	Opt Out
29	Travelleaders In Touch	Travelleaders	Happy Birthday Wishes	Email	Opt Out
30	Travelleaders In Touch	Shore Excursions	Shore Excursions for Your Upcoming Cruise in 30 Days	Email	Opt Out
30	Travelleaders In Touch	Shore Excursions	Shore Excursions for Your Upcoming Cruise in 60 Days	Email	Opt Out
30	Travelleaders In Touch	Shore Excursions	Shore Excursions for Your Upcoming Cruise	Email	Opt Out

To suppress these emails from being sent out for a client, create a marketing code under Global Defaults|Profile Defaults|Marketing codes called "No Shore Excursion emails" with a Marketing partnerID NOSHO. The marketing code can be in any category. Please pick one that makes sense in your list of categories:

