

Campaign Plan

eMail Marketing Plan

What is your why?	To provide a bird's eye view tour to clients, as well as offer air travel to legal drop off points.
What makes your biz different?	Aside from helicopter tours, we have drop off points to make tourism or travel easier.
Who is your audience?	Tourists and/or business people who want to avoid traffic
What do visitors want?	More unique experiences than the standard land tour of scenic vistas.
What action do you want visitors to take?	For visitors to plan and book with us.
Newsletter purpose	Give travel ideas and destinations that we are capable of traveling to and viewing.
What relationship do you want to form?	Fun and friendly
Newsletter goals [expert, friend]	Be a friend and generate interest into unique tours and destinations
Campaigns	Podcast: Bird's Eye View,
Frequency	Every month
Focus	Share travel stories and photographic views from the skies
Measurable	How many people open the email and open the link to our website



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Gothiks Round

Become a flyer!



You're important, and your data is safe with us.

First Name

Last Name

Email Address

Subscribe

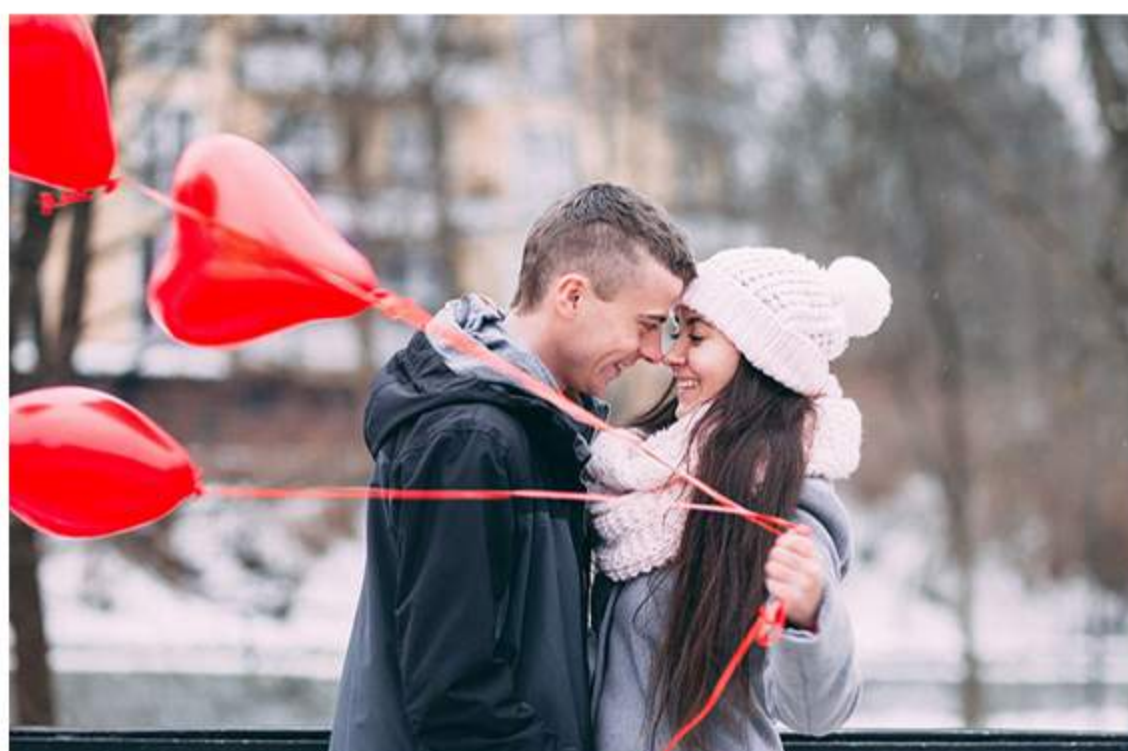
Content Plan

Single Newsletter Content Plan

Which Campaign is this a part of?	Holiday Tour Promos
Email Primary Message	Valentine's Day Helicopter Tour is available.
Subject Line:	Valentine's Day Package Tour
Purpose	Give a unique date-night flight on Valentine's Day.
Call-to-Action	Let us be your Valentine's Day reservation.
Topic	Valentine's Day Flight Package
Headline	Book a flight for you and your lovebird.
Subheadings	Tour Details, Views, Add-Ons,
Content Item(s)	Description of tour over Niagara Falls, List of sights in the Niagara area, List of additional features such as Champagne, Floral Arrangements, Romantic Lunch getaway



Book a flight for you and your lovebird



Give the gift of new heights with you and your loved one, hovering above Niagara Falls while enjoying complementary champagne and sweet treats.



[Book Today!](#)



Tour Details

Take your lovebird to new heights on a unique, one-hour helicopter ride over Niagara Falls. Choose your starting point either from New York or Niagara Falls, Canada.



Views

- You'll be seeing:
- Whirlpool Rapids
 - American Falls
 - Bridal Veil Falls
 - Canadian Horseshoe Falls
 - Sights from both the Canadian and US sides of the River



Add-Ons

- Treat your partner to more:
- \$200 Hired Photographer
 - \$80 Dozen Roses
 - \$125 Romantic Picnic

Other Popular Flights

Detroit City



New York



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