

# CheapCaribbean.com Strengthens Customer Engagement with RealTime Email

Early last year, CheapCaribbean.com started using content-driven emails to promote their vacation services to beach lovers all over North America. During the next 12 months, as the sends piled up, the email team noticed that their content was shifting towards sales and promotional advertisements rather than the intended social and educational information. They paused the campaign briefly to develop new delivery approaches and refresh the main email content.



## Enter Liveclicker

CheapCaribbean.com began using RealTime Email to integrate video and dynamic elements into their email campaigns. Testing Liveclicker's LiveFeeds and LiveVideos, the CheapCaribbean team was able to effectively replace static email content with dynamic content and video.

## Challenges

- Create new content and content delivery method
- Developing more interactive email templates
- Deliver video and real-time social media content

## Goals

- Elevate engagement, improve list performance
- Replace sales ads with marketing materials
- Incorporate social media into email content

## Real-Time Social Media Content

Promoting content to over 59 thousand Twitter followers and almost 16 thousand on Instagram. CheapCaribbean used LiveFeeds to bring their already popular social media accounts into each subscriber's inbox in real-time; cross-pollinating the social media and email channels for consistent marketing cadence.



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## Video in Email

The CheapCaribbean.com marketing team embraced video quickly, putting together original themed content, and using educational video from destinations they sell travel services to. The image below shows an email for the Beach Gary '16 campaign with a video they produced to communicate his "Lounging for President" position. This was an effective way to broaden marketing reach in email, delivering video to users who may not be as active on social media channels.

Another video example was the Island Scoop of Don Lucas Cigars, hand-rolling premium cigars, enticing visitors to travel down and experience one of the "12 Best Cigars in the Dominican Republic".



## Results

-  Created new content with interactive email technology
-  Delivered real-time social content to the inbox
-  Spread video views through a traditionally non-video channel

## About CheapCaribbean.com

CheapCaribbean.com is the leading online resource for travelers interested in vacation deals to the Caribbean and Mexico. Its mission is to be the premier ecommerce beach company by inspiring and fulfilling the dreams of its stakeholders. The CheapCaribbean.com website provides in-depth content on hotel properties and destinations, including authenticated user reviews, exclusive insider tips, as well as beautiful destination photos. The online travel site has grown dramatically since its inception 15 years ago.