

KC GAME PLAN

EMAIL MARKETING — YOUR MOST POWERFUL ASSET

EMAIL ALWAYS WINS:

- You own your list (not a platform)
- High ROI with low cost and time investment
- Direct, reliable communication with your audience
- Works before, during, and after the customer experience

CORE EMAIL BEST PRACTICES

1. BUILD A QUALITY LIST (NOT A BIG ONE)
 - Only email people who have opted in
 - Capture emails everywhere (website, in-person, social)
 - Never buy or scrape lists
2. WRITE FOR REAL HUMANS (ESPECIALLY INTERNATIONAL ONES)
 - Keep language simple and clear
 - Avoid slang, idioms, and overly clever phrasing
 - Make emails skimmable (short paragraphs, bullets, clean flow)

3. USE ONE CLEAR CALL-TO-ACTION

- Every email should answer: What should they do next?
- Don't overwhelm with multiple directions
- Guide, don't confuse

4. SEGMENT AND PERSONALIZE WHEN POSSIBLE

- Group by:
 - Local vs. visitor
 - Past customers vs. prospects
 - Interests or behaviors
- Send more relevant emails, not more emails

5. AUTOMATE THE IMPORTANT STUFF

- Welcome emails (set expectations early)
- Follow-ups after visits or purchases
- Re-engagement for inactive contacts
- Automation prevents follow-up failure

INTERNATIONAL EMAIL CONSIDERATIONS

- Get clear permission before emailing
- Be transparent about how you use data
- Always include an easy unsubscribe
- Be mindful of time zones
- Track where your customers are from
- Think beyond the visit — stay relevant after they go home

DELIVERABILITY & COMPLIANCE BASICS

- Use a real domain email (not generic “info@”)
- Set up authentication (DKIM, SPF, DMARC)
- Include your business information in every email
- Follow opt-in and unsubscribe rules

SOCIAL MEDIA — CONNECTION THAT DRIVES ACTION

CORE SOCIAL STRATEGY

SHOW UP CONSISTENTLY

- Use content buckets:
 - Direct Sale / CTA
 - Awareness
 - Engagement
 - Social Proof
 - Education
- Consistency builds trust faster than volume

USE SOCIAL PROOF EVERYWHERE

- Customer photos, reviews, testimonials
- Real experiences outperform polished marketing
- Types:
 - Provided
 - Gathered
 - Wild
 - Authority

ACTIVELY GROW YOUR AUDIENCE

- Ask people to follow — everywhere
- Use QR codes, receipts, signage, emails
- Make it easy and obvious

4. OPTIMIZE FOR SEARCH & AI

- Answer common questions
- Share customer stories and FAQs
- Use clear language about what you do
- Think: “Would someone find this helpful in a search?”

EVENT-SPECIFIC

USE THE MOMENTUM

- Capture content during the event:
 - Photos
 - Testimonials
 - Reactions
 - Interviews
- Reuse it later for credibility and marketing
- Keep posting after visitors leave

BE SHAREWORTHY

- Visual, simple, recognizable content
- Easy to understand at a glance
- Ask: Would someone send this to a friend back home?

MAKE IT EASY TO UNDERSTAND

- Clarity beats cleverness
- Simple language for international audiences
- Repeat key info (location, hours, offer)
- Get to the point quickly

HIGH-IMPACT SOCIAL STRATEGIES TO REMEMBER

- Be the local guide, not just a business
- Help people make fast decisions
- Connect online content to in-person action
- Create content that works during and after the visit
- Focus on relationship, not just reach