## **1. The Brand Overview**

**The Thoresby GuestHouse** is a charming Victorian guesthouse in Scarborough offering warm, affordable, and stylish accommodation. It’s known for its scenic location, personalized service, and variety of rooms suitable for couples, solo travelers, families, and longer stays.

## **2. Core Message**

“A warm, welcoming stay that feels like home—just moments from the best of Scarborough.”

## **3. Unique Selling Point (USP)**

* Variety of rooms for every traveler (studios, apartments, singles, family rooms)
* Prime location (close to beaches, Peasholm Park, Castle, Open Air Theatre)
* Cozy, homely feel with thoughtful amenities
* Excellent ratings for cleanliness, location, and staff friendliness
* Affordable pricing with flexible stay options

## **4. Why Email Marketing?**

Email allows The Thoresby GuestHouse to:

* **Build direct relationships** with past and future guests
* **Nurture leads** who showed interest but haven’t booked
* **Encourage return stays** and word-of-mouth through promotions
* **Share local guides and events**, adding value to subscribers
* **Personalize offers** to specific guest types (couples, families, solo travelers)

## **5. Target Audience**

We'll create **2 primary audience segments**:

1. **General List** – All past guests, website visitors, and leads (for newsletters)
2. **Targeted Segments**:  
   * **Couples** (romantic getaways, anniversaries)
   * **Solo travelers** (affordable stays, self-care weekends)
   * **Families** (school holidays, apartment/studio stays)
   * **Event goers** (Open Air Theatre, local festivals)

Each email campaign can be tailored to a specific segment when needed, but monthly newsletters can go to the general audience with value for all.

## **6. Email Format & Structure**

### **A. Monthly Newsletter**

**Format**: Educational + Informative  
 **Tone**: Friendly, warm, and helpful  
 **Content Ideas**:

* Upcoming Scarborough events/festivals
* Seasonal staycation tips (e.g., "Why Autumn is Perfect in Scarborough")
* Featured rooms of the month
* Guest spotlight/testimonials
* Local attraction highlights
* Booking reminders or travel tips

**Example Subject Line**:  
 “Your Guide to a Relaxing Autumn by the Sea ”

### **B. Campaign Emails (Conversion + Value Driven)**

**Tone**: Warm, helpful, informative, and persuasive  
 **Use Cases**:

* Special offers (e.g., “3 Nights for the Price of 2”)
* Holiday promotions (Easter, Summer, Christmas)
* Flash sales and last-minute availability
* Personalized offers based on room interest
* Reminders to complete a booking

**Content Strategy**:

* Short copy with visuals of rooms and attractions
* A clear call-to-action (CTA): “Book Now,” “See Rooms,” etc.
* Testimonials or guest review snippets
* Mobile-friendly layout

**Example Subject Lines**:

* “Cozy Up This Weekend – Rooms from Just £XX”
* “Easter Break in Scarborough? Stay with Us!”
* “Just What You Need: A Peaceful Stay by the Sea ”

## **Email Calendar Proposal**

| **Week** | **Email Type** | **Audience** | **Focus** |
| --- | --- | --- | --- |
| Week 1 | Monthly Newsletter | General | Attractions, events, staycation guide |
| Week 2 | Campaign | Families | School holiday special |
| Week 3 | Campaign | Couples | Romantic weekend offer |
| Week 4 | Reminder Campaign | Website visitors | “Still thinking about your trip?” |

## **Include Social Links in Every Email Footer**

* Website: [www.thethoresby.co.uk](http://www.thethoresby.co.uk/)
* Instagram: *Add link*
* Facebook: *Add link*

## **WEEKLY EMAIL SEQUENCE STRATEGY**

### **Email 1 – “Welcome to Your Home by the Sea” (Newsletter Style)**

**Objective:** Introduce the brand, build trust, share value

**Audience:** New subscribers & general list  
 **Tone:** Warm, welcoming, informative

**Subject Line:** Welcome to Scarborough’s Best Kept Secret

**Content:**

* Warm welcome from the team (Naz & Tim)
* What makes The Thoresby unique (charm, location, room variety, peaceful experience)
* Beautiful visuals of the guesthouse and rooms
* Highlight local attractions: Peasholm Park, North Bay, Scarborough Castle
* CTA: *“Browse our rooms and find your perfect escape.”*

**CTA Button:** ➝ Explore Our Rooms

### **Email 2 – “A Room for Every Reason to Escape” (Campaign Style)**

**Objective:** Showcase variety of rooms + benefits, target by interest

**Audience:** All, but can personalize to segments  
 **Tone:** Persuasive, value-driven, cozy

**Subject Line:** From Studios to Sea Views—We Have Your Perfect Room 🛏

**Content:**

* Carousel of room types: singles, studios, doubles, apartments
* Use benefit-led copy: e.g., “Need a solo reset? Our cozy singles are just right.”
* Mention affordability, comfort, and key features (Wi-Fi, views, location)
* Testimonials from previous guests
* CTA: *“Ready to check in to peace and comfort?”*

**CTA Button:** ➝ Book Your Stay

### **Email 3 – “Things to Do This Season in Scarborough” (Newsletter Style)**

**Objective:** Build excitement, add value, boost bookings based on local happenings

**Audience:** General list  
 **Tone:** Informative, local, relaxed

**Subject Line:** What’s On in Scarborough This [Season]

**Content:**

* Feature seasonal activities (e.g., Easter events, Open Air Theatre, coastal walks)
* Recommend “A Perfect Day in Scarborough” itinerary
* Add a local hidden gem (restaurant, café, sunset spot)
* Link how The Thoresby makes a great base
* CTA: *“Book your seasonal escape today.”*

**CTA Button:** ➝ View Availability

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### **Email 4 – “Time for a Little Self-Care Staycation?” (Campaign Style)**

**Objective:** Drive conversions through emotional appeal and urgency

**Audience:** All (particularly busy professionals, solo travelers, couples)  
 **Tone:** Soothing, conversion-focused

**Subject Line:** Need a Breather? You Deserve This Stay

**Content:**

* Tap into stress and routine—position staycation as the reset button
* Emotional hook: “Life gets busy. Let us help you slow it down.”
* Emphasize peace, comfort, and healing vibes
* Limited availability notice or soft urgency (“Rooms filling up for next weekend…”)
* CTA: *“Unplug, unwind, and let The Thoresby take care of the rest.”*

**CTA Button:** ➝ Reserve Your Escape

## **Suggested Monthly Cycle**

You can repeat and vary this structure monthly:

* **Week 1:** Welcome/Intro + Brand Values
* **Week 2:** Room Features & Special Offers
* **Week 3:** Local Events & Scarborough Highlights
* **Week 4:** Themed Campaign (e.g., staycations, romantic weekends, holidays)

Here’s a fully developed version of **Email 1** in the weekly sequence:

### **Email Type: Newsletter (Welcome & Brand Introduction)**

**Subject Line**: *Welcome to Scarborough’s Best Kept Secret* **Preview Text**: A peaceful place to rest, reset, and feel right at home.

**Header Image**: *(A warm, cozy image of the guesthouse exterior or a sea-view room with soft lighting)*

**Body:**

**Hi [First Name],**

We’re so glad you found us.  
 At **The Thoresby GuestHouse**, we believe a great stay goes beyond just a room, it’s about how it makes you feel.

Tucked away in beautiful **Scarborough**, our Victorian guesthouse is where **comfort, charm, and care** come together to give you a home-away-from-home experience. Whether you're visiting for a quiet getaway, a weekend by the sea, or a much-needed break, we’re here to make your stay special.

Here’s what makes us different:

* **A peaceful retreat** just minutes from Scarborough’s top sights: Peasholm Park, North Bay, the Castle, and more
* **Stylishly cozy rooms** for every type of guest—solo explorers, romantic couples, or families on holiday
* **Thoughtful touches**: Soft beds, warm lighting, free Wi‑Fi, daily housekeeping, and friendly hosts who care

Come for the view. Stay for the peace. Leave feeling better than when you arrived.

**Want to explore Scarborough like a local?** We’ll send you monthly tips on what to see, where to eat, and how to unwind during your stay. All you have to do… is check in.

**Ready to find your perfect room?** Let’s help you escape the busy and settle into comfort.

👉 [**Browse Rooms Now**](http://www.thethoresby.co.uk/)

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**The Thoresby GuestHouse** 📍 North Marine Road, Scarborough, UK  
 Your stay, your pace, your peace.