YESMAIL DESIGN • MESSAGE OUTLINE

**Choice Hotels- Site Abandonment Email** 05/18/16

*This is a message outline. This is a list of the objects and the order we plan to design into your emails. This does not contain precise copy, it’s simply a referential document to be sure we have all the element present before we begin design & copy. Once you approve this, we will begin design.*

EMAIL COUNT:

**1 Email**

**Site Abandonment –**

**Message 1a- Online Account - Message 1a2- No Online Account**

1. Header – standard Choice’s Hotel header
   1. Stand alone logo/Choice Privileges logo –to confirm—
   2. Search bar
2. Body:

Hero Brand Image with curve treatment-

* Brand
* Property Name
* Address
* Property image (pulled directly from website)
  1. Image should be dynamically collapsed/removed if no property image is available
* Map
* Main CTA—Complete Reservation.

**Selling points to include: TBD**

* Booking on choicehotels.com for the best rate
* Distribution of Choice Hotels – other properties in the area
* Earning Choice Privileges points
* National Promotions (I.e.: Stay Twice, Earn a Free Night)
* Earning a Your Extras bonus for stays with midweek nights

Standard Choice Hotel’s footer

* Logos lockup
* Social media icons
* Disclaimer
* Unsubscribe, etc.