

Drive Revenue with Email Marketing

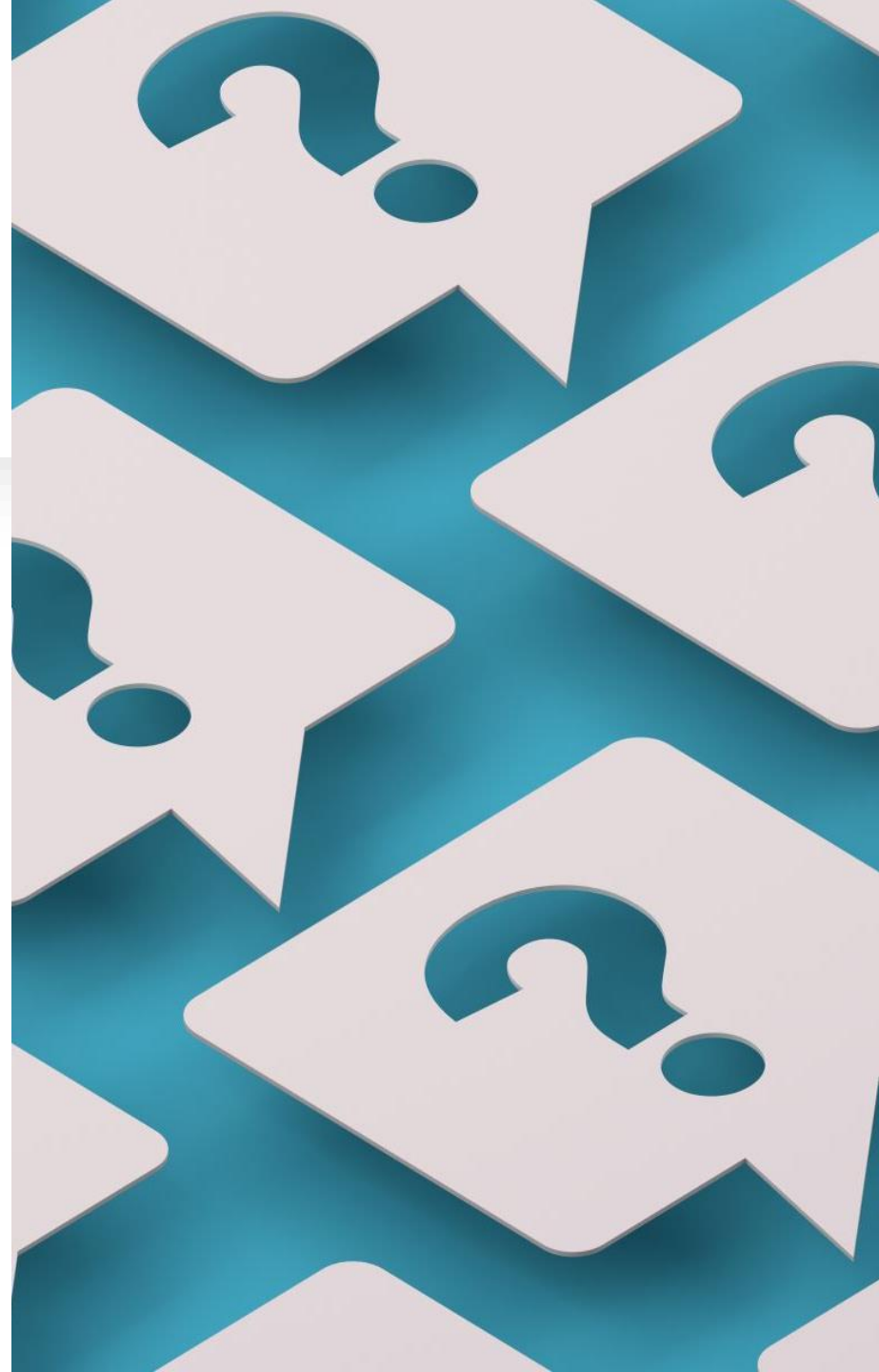
Strategies for Limo & Private Transportation Providers

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Why Email Marketing Matters

- 4x higher ROI than social media
- Keeps your brand top-of-mind between bookings
- Great for repeat business, promotions, and staying in touch with information they might want
- Keeps you top of mind for affiliates in other locations



Email Frequency & Timing

Start

- Start with 1–2 emails per month

Send

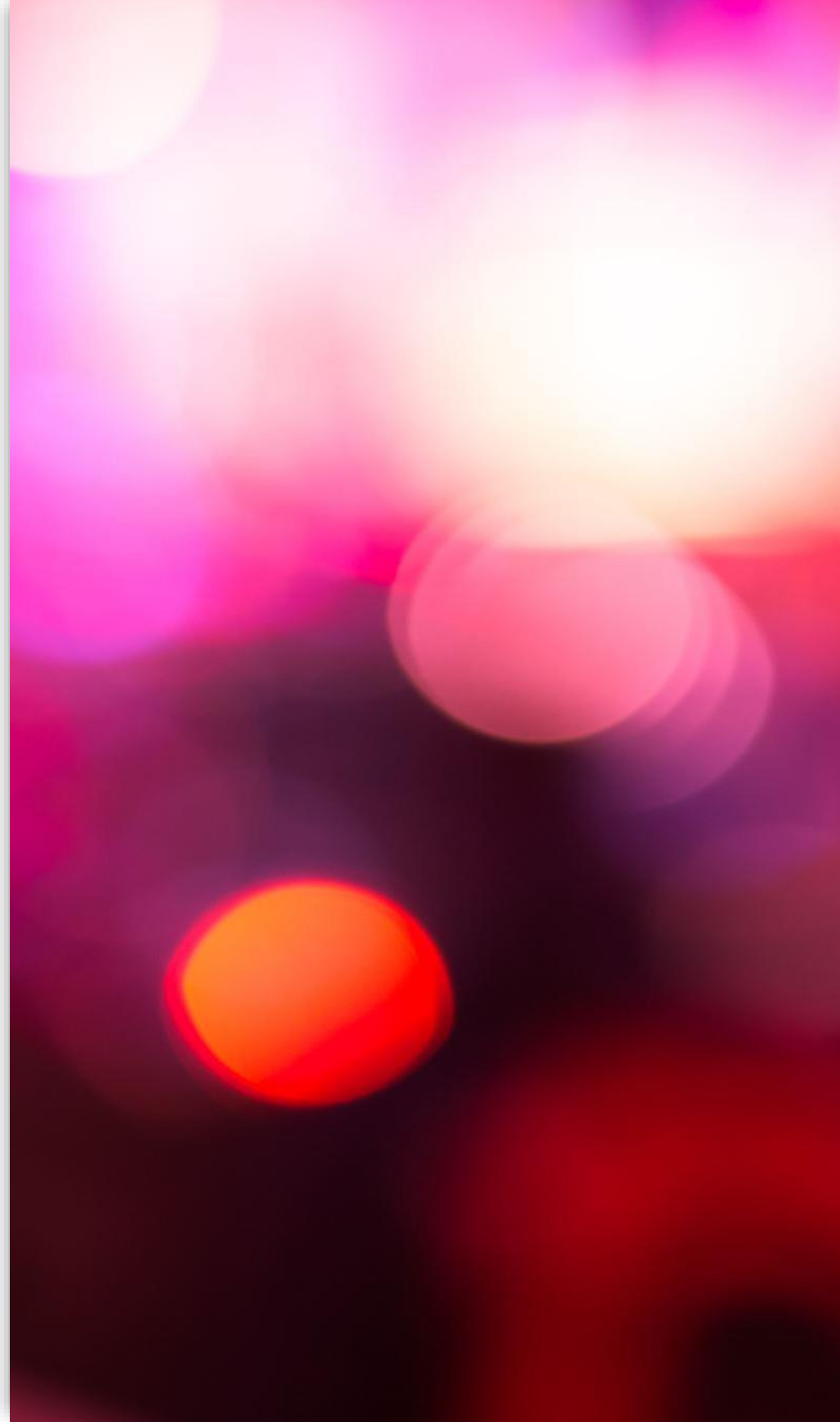
- Best send times: mid-week, mid-morning

Send

- Send extra emails around holidays, events, peak seasons, or when you have something newsworthy to share

What Should You Send?

- Meet your driver or behind-the-scenes content
- Event-based services (sporting events, concerts, wine tours)
- New area recommendations – restaurants, bars, hotels
- Affiliate opportunities, stories about helping out affiliates in other locations
- News about your company, new vehicle(s), new amenities, etc



Using AI to Generate Ideas

- Tools like ChatGPT can suggest email topics and write copy
- Use AI for brainstorming subject lines or full drafts
- Let it assist with seasonal ideas, reminders, or promos



Building & Managing Your Email List

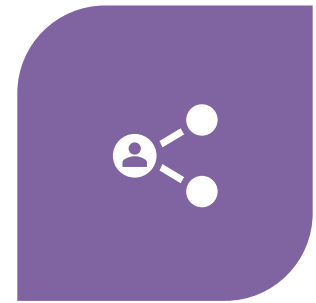
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USE PERMISSION-BASED
MARKETING ONLY.
“PRIME” YOUR LIST.
HAVE CLEAR
“UNSUBSCRIBE” LINKS
ON EMAIL



SEGMENT BY SERVICE
TYPE
(CORPORATE, TOURISTS,
AFFILIATE PARTNERS,
EVENTS, AIRPORT, ETC.)



GROW LIST
THROUGH
WEBSITE,
BOOKING FORMS,
QR CODES

Growing Your List

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Add email signup
at checkout and
website

Use social media,
business cards,
and signage

QR Codes

Choosing an Email Platform

- **Mailchimp:** Easy to use, great for beginners
- **Constant Contact:** Excellent support and templates
- **ConvertKit:** Best for segmenting by client type
- **MailerLite:** Easy to use, not a lot of frills



Email Design & Aesthetics



Design for mobile-first (most users open on phones)



Clean layout with big buttons and strong visuals



Consistent branding: logo, colors, and tone

Quick WINS You Can Do This Month

01

Pick an email platform and set it up

02

Send a simple 'Summer' email

03

Add an opt-in box to your website?

04

Ask ChatGPT for your next email idea

Final Thoughts + Q&A

- Email builds client relationships between rides
- Start simple—consistency beats perfection
- Let's take questions or brainstorm your next campaign!

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