2019 Email Campaign Calendar

	Email Topic	Email Name	Owner	Subject Line	Goal	Target Segment	Suppression List(s)
	Ex: Rooms, Meetings, F&B, Event, On-Property	*What is the subject of the email?*	*Who on your team is crafting this email?*	*What subject line are you going to use to entice recipients to open your email?*	*Ex: Room nights, lead generation, event sign-ups, on-property notification*	*Targeted recipient list i.e. past guests 30 days after check-out*	*Names of lists you want to exclude from your send. Ex: future stays*
January							
February							
March							
April							
May							
June							
July							
August							
September							
October							
November							
December							