

## 2017 Email Campaign Calendar

Date	Email Topic	Email Name	Owner	Subject Line	Goal	Target Segment	Suppression List(s)
<small>Ex: Rooms, Meetings, F&amp;B, Event, On-Property</small>	<small>What is the subject of the email?</small>	<small>Who on your team is crafting this email?</small>	<small>What subject line are you going to use to entice recipients to open your email?</small>	<small>Ex: Room nights, lead generation, event sign-ups, on-property notification</small>	<small>Targeted recipient list i.e. past guests 90 days after check-out</small>	<small>Names of lists you want to exclude from your send. Ex: future stays</small>	
January							
<small>Ex: 7/5/2016</small>	<small>Rooms</small>	<small>Winter Offer</small>	<small>ER</small>	<small>Why winter is the best time to visit NYC</small>	<small>Room nights</small>	<small>East Coast past guests</small>	<small>Future guests</small>
February							
March							
April							
May							
June							
July							
August							
September							
October							

