SENDING HTML E-MAILS & E-CARDS TO PROMOTE YOUR GROUP

The following screen shots are a step-by-step process for creating your own professional looking offer email for your group using the VacationPORT section on CruisingPower.com.

STEP 1

Once logged on to CruisingPower, hover the cursor over the Selling Tools portion of the top tool bar. Go to HTML Emails and click on Royal Caribbean International.

STEP 2 – WELCOME

Once in Vacation PORT you can begin your Quick Search for your specific or multiple sailings that you have held group space. The more specific you are in choosing from the drop down menus the easier it will be to find your offer sailing. Click "Go."

STEP 3 – SEARCH RESULTS

The next screen will display all of the search results that match. Scroll down until you find the itinerary and ship on which you have held group space. If you are unable to find it on the first page of results there may be additional pages. Click on the Next results page and continue scrolling until you locate it.

The next screen will display all of the search results that match. In this case our mock agency was holding space on **7-Night Eastern Caribbean Cruise from Port Canaveral on Mariner of the Seas.** Once you have located it, click on the itinerary in the logo bar.

STEP 4 – DETAILS

This will load a detailed screen of the itinerary and ship you have chosen. From this screen, scroll down and click on the clipboard icon 📋 next to the specific date your group is holding space. In this case our mock agency is holding space on October 2, 2005.

STEP 5 – OFFER CLIPBOARD

This will load the Offer Clipboard screen. Click the check box under Select Offers. After the check mark appears in the box, click on Send Email using Selected Offers.

STEP 6 – CUSTOMIZE OFFER

You will now be able to begin customizing your email offer tailored to your group. Entering a Section Headline is optional but recommended. Sales text for this offer is automatically populated, but you may modify it. Once completed click on Save Changes and click on Next >>.

STEP 7 – ENTER MESSAGE

This will load the Enter Message screen. You must fill out the Email Message Headline. This will be the title of your email seen by your client as both the title of your message and in subject heading in the inbox of their email service. Next enter your desired email message. This will be the first information your clients see in the email. In this message box you must enter the HTML code, **

**, for each new paragraph or there will not be any spaces between paragraphs in your message. Choosing an image, creating an additional disclaimer to the default Royal Caribbean International disclaimer and additional comments are optional. When completed click on Save Changes and click on Next >>.
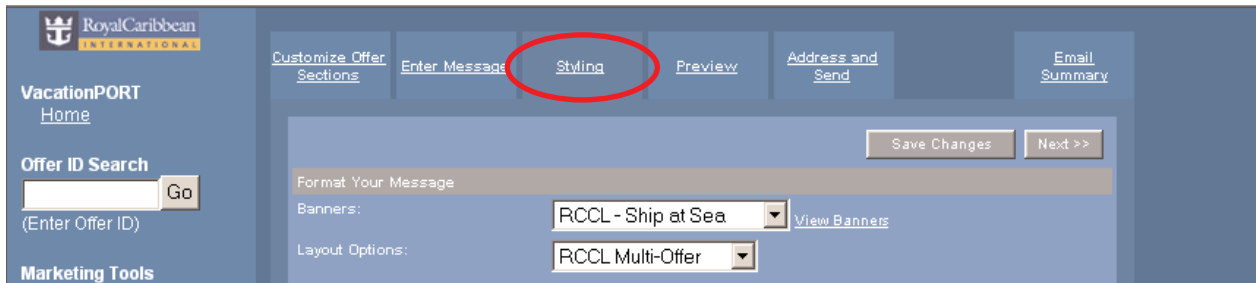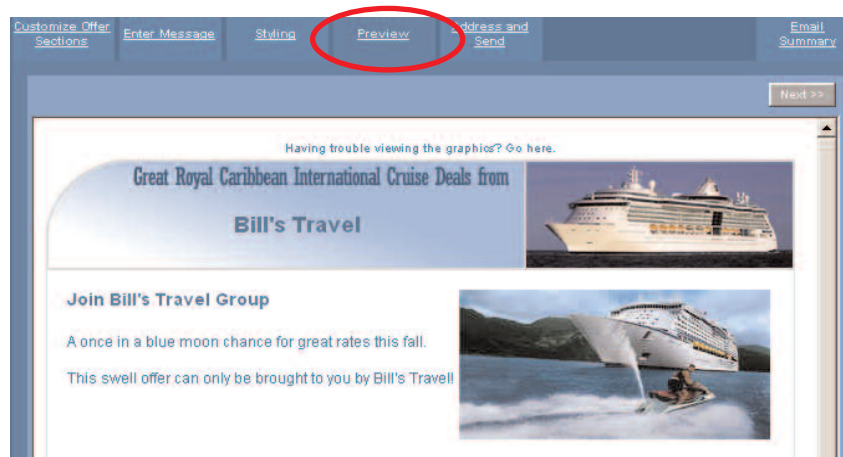
STEP 8 – STYLING

This will load the Styling screen. Fill out your contact information. You must fill out Agency Name and Address in order to comply with U.S. Anti-Spam Laws. When completed click on Save Changes and click on Next>>.
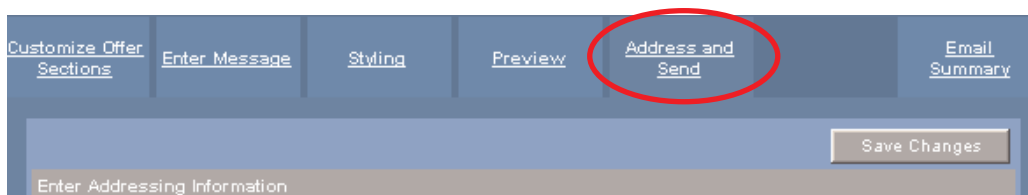

STEP 9 – PREVIEW

This will load the Preview screen. This screen will give you a chance to review the email you are about to send. If you would like to make additional changes you can click on the tab of any of the previous screens and repeat the steps until you are satisfied. click on Next >>.

STEP 10 – ADDRESS AND SEND

This will load the final screen, the Address and Send screen. Here you must fill out the **From** email address and **To** email address. In the **To** line you can enter either individual or multiple email addresses. We recommend also including your own email address to see exactly what you have sent your clients. The **Subject** line is automatically populated from your earlier entered Email Message Headline. Once completed click on Save Changes. Under **Saving and Sending Options** you must click on the check box indicating you have read the Anti-Spam Law provided to you at the bottom of the page. If you have not already read this section please click on **"Full Text Anti-Spam Law"** provided at the bottom of the page and read before sending. Finally click Send Message Now.

E-GREETING CARDS

If you would like to send an E-Card select Send a Greeting Card from the left tool bar of the VacationPort site. This will load a page with steps similar to the offer email. By choosing "Category of Greeting" you will be able to select one of 5 images to include in your greeting card.

Fill out your desired information in each tab of "Styling," "Enter Message," "Preview," and "Address and Send." Here is a sample: