

Step-by-Step: Content Strategy Rationale

Expedia Onboarding Email Series

The copy from the emails is in the left-hand column. The *reason* it was written, and how it supports the brand positioning and 3 value propositions, is detailed in the right-hand column.

#1: Welcome to Expedia

Copy	Rationale
Welcome to Expedia, Lisa We're so glad you joined us	Personalized greeting to connect with customer Warm welcome to establish brand voice
Lisa, we're here to make trip planning easier by bringing you: Everything in one place 24/7 support for your trip Valuable rewards that help you get the most for your money CTA: Let's go	Benefit-driven copy was created to capture value propositions succinctly: #1 value prop.: Everything in one place #2 value prop.: Support from start to finish #3 value prop.: More for your money High-energy CTA; dial-up brand voice to motivate action
Trip planning just got easier It's time to turn today's travel plans into tomorrow's trips. You'll find flights, accommodations, rental cars, activities, and cruises, all on the Expedia app. CTA: Get it on the app	Continue to bring value propositions to life with examples of benefits to customers: Focus on value proposition Everything in one place Demonstrate to users that Expedia makes it easy to turn your dream trip into reality. Also makes it clear to users that Expedia offers everything a customer would need for a trip in one place. Lastly, this drives traffic to the mobile app, which saves money for Expedia and provides convenience and benefits to users (meet business and user goals).
Get rewarded for every trip With Expedia Rewards, you'll instantly get more with Member Prices, along with points on your bookings and extra perks the more you travel. CTA: See benefits	This copy was created to promote Expedia Rewards and make it clear to customers they can save money, and get more for their money, with Expedia Rewards. I wanted to clarify that Expedia Rewards members earn points on every booking and can get extra perks such as free breakfasts, Wi-Fi, etc. The See benefits CTA goes to a landing page that has details on Expedia Rewards and its

	benefits. The copy drives engagement through education.
Flexibility when you need it If your plans change, so can your trip. When planning on the app, select “Filters,” then choose “Free cancellation” to see all of the accommodations that allow you to update your itinerary with ease. CTA: Find flexible stays	With the onset of the pandemic, trip planning flexibility became a top priority for customers. I wanted to call out not only that flexibility was available, but how to find it on the app. Again, education can drive engagement. The goal was to drive app usage and make the ease of finding flexible stays apparent.
CTA: Explore now	CTA goes to mobile app landing page to bring users into trip planning. If a user doesn’t have the mobile app already, the page will have a link to download the app and get started with trip planning. The goal is to drive traffic to the mobile app for current and new users exploring travel options.

#2: You focus on your trip; we’ll handle the details	
Copy	Rationale
Are you ready to go, Lisa? You focus on your trip; we’ll handle the details	Personalized greeting as question to be conversational Remind users that Expedia makes travel easier and allows them to have more fun and ease Motivate trip planning
When you travel with Expedia, we’re with you every step of the way. From helpful resources to in-app updates, we’ll keep you in-the-know along your journey. CTA: Get started	Benefit-driven copy to bring second value proposition Support from start to finish to life.
All of Expedia in the palm of your hand Use our app to see your itinerary whenever you need. You can also use it to add items to your trip, including activities and ground transport, on the go. CTA: See your trip	Benefit-driven copy focuses on the value proposition Everything in one place with more details on the benefits to customers by using the mobile app. Users can access their itinerary while traveling, a convenience that was very popular (revealed by usability testing). They could also add items to their trip, such as sight-seeing or a transport

	to/from the airport, etc. Booking additional items was convenient for customers and also drove sales for lines of business within Expedia. The copy addresses user goals and business goals simultaneously.
<p>Wherever you go, we're with you Need a hand at 2am? We got you. On the Expedia app, you can access a 24/7 virtual agent to help you with your travel needs or message your hotel with questions or special requests.</p> <p>CTA: Explore the app</p>	<p>Benefit-driven copy focused on main brand positioning, A travel companion for your entire trip, and the value proposition Support from start to finish.</p> <p>The headline reinforces the core brand positioning that when you travel with Expedia, you're not traveling alone. The copy tells a story of perhaps needing help at 2am and being able to access support. Many travelers have anxiety about traveling and not being able to access help, so I called out the different ways Expedia would make their trip easier (direct support, contact their hotel, fulfill a special request).</p>
<p>Travel with confidence Get prepared by reading the advice in Expedia's COVID-19 Travel Guide, including what to expect at airports, on planes, and at your hotel when you're ready.</p> <p>CTA: Get ready to go</p>	<p>With the onset of the pandemic, travel became much more complicated. Many people were afraid to travel and yet hit a point where they just <i>needed</i> to take a trip. The headline is a positive take on the situation and positions Expedia as source of support and guidance, reinforcing the value proposition Support from start to finish. I highlighted the Travel Guide to help customers access critical info for traveling to increase comfort levels and preparedness. I wanted to show HOW Expedia offers support rather than just tell.</p>

#3: Do more of what you love with Expedia Rewards	
Copy	Rationale
<p>You're a rewards member now, Lisa Do more of what you love with Expedia Rewards</p>	<p>Personalized greeting to drive engagement Remind users that Expedia Rewards makes travel more affordable and offers valuable perks</p>
<p>Expedia is your travel companion with (travel) benefits. From special prices to hotel perks to points that can be used on future trips, we want you to get more for your money.</p>	<p>Benefit-driven copy to bring second value proposition More for your money to life.</p>

<p>CTA: Learn more</p>	
<p>Great prices just for you</p> <p>While planning your next trip, look for the Member Prices label and you could save 10% or more off thousands of hotels and select cars, activities, and cruises.</p> <p>CTA: See Member Prices</p>	<p>Benefit-driven copy focuses on the value proposition More for your money with more specific guidance on what to look for when shopping for Member Prices. I also work in the value proposition Everything in one place by mention other lines of business: rental cars, activities and cruises. The goal was to engage and educate users on how much Expedia offers and at better prices once users become Expedia Rewards members.</p> <p>Goal: continually educate users about Expedia Rewards benefits because this drives customer retention and loyalty.</p>
<p>Get more every time you book</p> <p>Remember to stay signed in the Expedia app to earn points every time you book. You can also earn double points when you book in the app.</p> <p>CTA: Explore the app</p>	<p>Benefit-driven copy focused on the value proposition More for your money.</p> <p>The headline highlights this benefit. The copy includes guidance to users so that they know to stay signed in to earn more points.</p> <p>CTA drives traffic to mobile app to explore/plan for next trip.</p>
<p>It's a big, rewarding world out there</p> <p>As a member, you earn triple points and special perks for stays at thousands of VIP Access properties. It's our way of helping you get that much closer to your next great trip.</p> <p>CTA: View VIP Access Hotels</p>	<p>This copy supports More for your money and the benefits of being an Expedia Rewards member by calling out triple points. It also mentions VIP Access, which is an exclusive collection of upscale properties for discerning travelers. Expedia Rewards members and users who book VIP Access Hotels tend to be more affluent travelers and a highly valuable customer segment for Expedia.</p>