

CONCURSO DE FOTOS Y VIDEOS DE VIAJEROS DE VIRTUOSO 2016

Fecha límite para participar: **15 de junio de 2016**



Envie sus mejores fotos y videos cortos de usted #LUXURYTRAVELde sus momentos de viaje favoritos y obtença la oportunidad de ganar. EMAIL DESIGN & SOCIAL MEDIAQUÍ >>>

Virtuoso - Specialists in the Art of Traveluse com.

GRAN PREMIO USD 1500

D 1000 • 2.° PREMIO USD 500 • 3.° PREMIO USD 250

Maui Waterfalls and Big Island Volcanoes



Overview

Virtuoso was looking for a remote email designer to work with their Seattle Marketing Team in a fast paced work environment. The candidate would produce and test mass amounts of multilingual email and social content under very tight deadlines using their digital marketing platform WhatCounts.

Virtuoso is the leading global travel agency network specializing in luxury and experiential travel. We bring together 20,000 of the world's most sought-after travel advisors and more than 2,000 elite travel companies, from five-star hotel groups and renowned cruise lines to boutique properties and high-end adventure travel outfitters around the world.





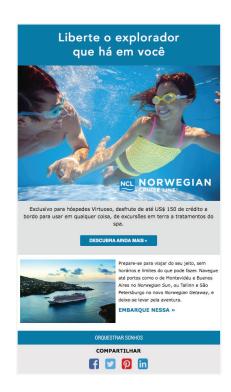
Multilingual Email Design



English







Portuguese

Design & Build Responsive email Templates





Dear Virtuoso Preferred Partners -

We're just over four months away from the biggest event in luxury travel – Virtuoso Travel Week Global. This year promises to be the best ever, so you don't want to miss it.

Networking, professional development, and one-of-a-kind events are the hallmarks of Virtuoso Week. And at its heart are the person-to-person appointments, designed to establish new relationships and to build on current ones. This year, you'll have the opportunity to create a more **personalized** experience.

Request to Participate in Appointments Now.

Please use <u>this tool</u> to let us know if your company would like to participate in appointments or not. You can change your request until the appointment request deadline on Friday, April 15th.





Why Care About Unique Visual Content?

If recipients open an email and only see paragraphs of information, it's likely going to be difficult to hold their attention and keep them interested in your message. Rather, incorporate on-brand and engaging images, videos, GIFs, animations, etc. break up the written content and create a memorable experience.

When your email recipients open your message, they should know the email was sent from your company. Meaning your email should be branded.

To keep your email on-brand, consider using the following tactics:

- Use a tone in your eMails that complements your other content and marketing materials (like your website and social media).
- Incorporate the same colors and fonts that you use in your other branding and marketing materials.
 - Include your logo, a link to your website, links to your social media accounts, and calls-to-action CTAs) that are relevant to your products or services.



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Finding good talent with the creative and technical skills your email design & branding needs is hard.

GET IN TOUCH