

# IT'S THAT EASY!

TABS ON TRAVEL TODAY  
**Client-Mail**



## Client-Mail is a win-win solution for both suppliers and travel retailers

Client-Mail enables travel suppliers to offer their valuable trade partner travel agents and brokers a very cost-effective method of value-add which will generally knock co-op alternatives off the shelf.

At the same time, retail agents can keep in touch with their clients at no cost to them. No postage, no printing . . . but with lots of TLC . . . something clients won't get from the internet!!!

Travel agents and brokers wanting to stop their business slipping off to the internet need to be seen to be caring about their clients by doing things the internet can't. Keeping them regularly informed with useful information or offers is a really good start.

We all know that travel no longer sells itself, and every-one in the supply chain has to work harder to squeeze those discretionary dollars out of consumers' pockets.

### A Win for Suppliers:

Client-Mail enables travel suppliers to offer their valuable trade partner travel agents and brokers a very cost-effective method of value-add which would be hard to beat.

### A Win for Agents & Brokers

At the same time, retail agents can keep in touch with their clients at no cost to them. The more travel agents and brokers can do pro-actively to stop their clients drifting off to the internet the better. Client-Mail can help achieve that.

Tabs on Travel Ltd also undertakes to protect all responses and other data held on behalf of all advertisers and clients. We have a 30-year-plus reputation to maintain.

**ALSO AVAILABLE** in the new **FlipBrox** format for multi-page electronic brochures. [CLICK HERE](#)



## IT'S AS EASY AS 1-2-3

### Step 1:

An electronic flyer (eDM) is produced, either by client or Travel Today, which targets both trade and consumer. Its message would target the consumer via the trade. This means there would be no references to commissions or other 'secret' trade information.

The key to Client-Mail is that it contains space for an agent's stamp, just like those old-fashioned paper flyers.

### Step 2:

The Client-Mail eDM would then be distributed to Travel Today's retail-only 1400-plus database, and in a bottom corner would be the panel inviting agents/brokers to click and send us back their required change-out info. Travel Today does the change-outs and then e-mails the 'personalised' Client-Mail back so it is then distributed to their client database. Advertisers receive updated lists of agents or agencies who had requested a changeout. It is likely that several consultants from a single travel agency, or individual brokers, could request their own personalised Client-Mails; or it could be a request for a single 'agency' branded flyer.

### Step 3:

The whole concept of Client-Mail is that travel agents and brokers then distribute their version to their database of appropriate clients. Client-Mail also enables agents and brokers to maintain much-needed contact with their clients, in a totally-proactive manner. It's that simple.

A Client-Mail distribution to 1400-plus retail e-mail addresses is just **\$245** including agent change-outs. E-mail [tony@tabsontravel.co.nz](mailto:tony@tabsontravel.co.nz) or call +64-9-415 8111.

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### IMPORTANT: Branded Flyers Available

**AGENTS:** This flyer can be personalised with your call to action, so you can distribute it to your client base . . . and get the bookings. Supply agency name & location etc, along with consultants' details (if required).

**CLICK HERE** or call Travel Today 0-9-415 8111