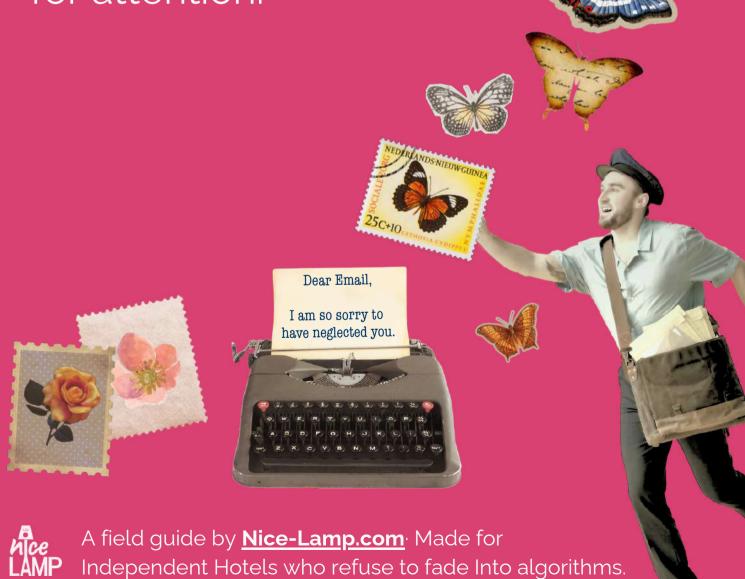
The Nice-Lamp Email & Visibility Kit

How boutique hotels turn lookers into bookers — without begging OTAs for attention.



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Email is the new lobby

It's where your guests first walk in, decide whether to stay, and come back when they miss the feeling.

Most hotels treat email like the lost-and-found. Let's fix that.

Inside this Kit



Build Desire

Design stories that guests actually look forward to.



Own the Relationship

turn OTAs into optional partners, not gatekeepers.



Visibility That Converts

make your brand impossible to scroll past.

The Système Éclair Leads · Sales · Value

Leads — Grow with Intention

Don't wait for loyalty — create it. Add a "subscribe for local secrets" button on your site and highlight the benefit: "Exclusive offers + stories you'll actually want to read."

Sales — Nurture, Don't Nag

Automate a warm welcome email that tells your story once — then invites them back softly. Real connection beats hard conversion every time.

Value — Stay in Their Head (and Inbox)

Send one irresistible monthly email blending behind-the-scenes charm with a subtle direct-booking nudge.
Consistency is sexier than frequency.

Good marketing feels like hospitality — not sales.

Your Hotel's Email Glow-Check

Tick what's true for you:

We collect guest emails outside OTAs.
We have an automated welcome email.
We send at least one newsletter per month.
Our emails reflect our brand's tone and design
We track clicks and replies (not just opens).
We invite direct bookings — without shouting.

Score	Verdict
0-2	Lost in the inbox 😴
3-4	Getting there
5-6	You glow, baby 🐪





Five Micro-Tweaks That Bring Direct Reveue

Subject lines that get opened



"Inside: the secret view even locals don't know."

→ curiosity wins.

The 1-sentence story



Lead with a feeling, not a fact: "Last night a couple danced barefoot in the bar..."

CTA makeover



Replace "Book now" with "Come stay under our roof again."

Guest testimonial spotlight



One real quote > ten stock photos.

Local secret hook



Mention something guests can't Google easily.

Ready to make your brand as magnetic as its design?

Book a 20-minute Visibility Call



MADE FOR INDEPENDENT HOTELS WHO REFUSE TO FADE INTO ALGORITHMS

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