

# The Nice-Lamp Email & Visibility Kit

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



A field guide by [Nice-Lamp.com](https://www.nice-lamp.com). Made for  
Independent Hotels who refuse to fade into algorithms.

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 ✨

*Now let's turn that glow into bookings*

# Five Micro-Tweaks That Bring Direct Reveue

## Subject lines that get opened

1

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

## The 1-sentence story

2

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

## CTA makeover

3

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

## Guest testimonial spotlight

4

One real quote > ten stock photos.

## Local secret hook

5

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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