INSIDEJAPAN TOURS

Planning a trip to Japan

Five-part CRM email series

WHY	WHEN	WHERE	WHAT	HOW

Five emails. Five questions. One customer journey.

A content-led email series created for InsideJapan Tours to make planning a Japan trip feel simpler, more inspiring and easier to navigate - while gradually moving prospective travellers from discovery towards action.

BRAND	FORMAT	ROLE
InsideJapan Tours	**CRM / email**	**Copywriting & content curation**

THE BRIEF

Making a complex trip feel manageable

Planning a once-in-a-lifetime trip to Japan can feel daunting. When should you travel? Where should you go? What should you see and do? And, once the ideas begin to take shape, how do you turn them into a real trip?

The campaign used a five-question framework - **WHY, WHEN, WHERE, WHAT and HOW** - to guide prospective customers through those decisions. The sequence began with inspiration and progressively moved into practical planning, product consideration and booking.

MY ROLE

Copywriting, content curation and customer-journey messaging

Working from the five-question campaign concept developed by my manager, I wrote the copy for all five emails and selected the supporting articles and videos for each instalment. I shaped the tone and messaging as the series progressed from travel inspiration towards practical planning and booking, producing headlines, introductory copy, content teasers, product messaging and CTAs.

I supplied the completed copy and content selections to a colleague, who handled the technical email build and delivery.

CRM & EMAIL	BRAND VOICE	CONTENT CURATION
CUSTOMER JOURNEY	PRODUCT COPY	CTAs & MICROCOPY

01 WHY?

BUILD DESIRE

The first email focused on the emotional starting point: what makes Japan worth travelling to? The copy used a warm, knowledgeable and conversational voice to capture the country's appeal through its traditions, contrasts, quirks and everyday surprises.

Why Japan?

You might be expecting us to begin with "where?" - but we thought a better place to start would be "why?"

Selected microcopy / CTAs: tell me more • DISCOVER JAPAN • FALL IN LOVE • take me there

02 WHEN?

TURN INSPIRATION INTO PLANNING

The second email tackled one of the biggest practical decisions: when to visit. Rather than prescribe a single 'best' time, it explained the character, benefits and challenges of Japan's seasons so readers could decide what suited them.

When's the best time to visit Japan?

(Psst. It's a trick question).

Selected microcopy / CTAs: the blossom report • secluded spots • Some like it hot • Winter warmers

03 WHERE?

MAKE CHOICE FEEL PERSONAL

The third email helped customers navigate Japan's enormous variety of destinations. It balanced famous cities with lesser-known towns, islands and landscapes, using InsideJapan's specialist knowledge to encourage readers to find the version of Japan that appealed to them.

The thrill of the unknown

We try to persuade every customer to go to a town they've never heard of, and these are some of our team's absolute favourites.

Selected microcopy / CTAs: the big names • the small(er) names • journey south • Venture north • Hidden Japan

04	WHAT? BRING THE EXPERIENCE TO LIFE

Part four moved from destinations to experiences, spanning the classic and the quirky. The copy used humour, comparisons and concise explanations to make unfamiliar aspects of Japanese culture feel approachable and enticing.

Anatomy of an izakaya

Imagine a British pub crossed with a Spanish tapas bar crossed with an American diner, and you've got something close to the Japanese izakaya. Kind of.

Selected microcopy / CTAs: jump in • Insider Guide • WHAT TO EXPECT • Watch video • See for yourself

05	HOW? MOVE TOWARDS CONVERSION

The final email brought the journey into its most commercial phase. After four instalments of inspiration and practical guidance, the messaging shifted towards InsideJapan's proposition itself - addressing barriers to booking, offering reassurance and introducing relevant products.

Why InsideJapan?

Why book with us when we've given you all this useful info for free? Let us explain how we'll make your trip brilliant...

Selected microcopy / CTAs: Count the ways • Look to the future • Find out why • Read our guarantee • View itinerary

PRODUCT MESSAGING

Short copy, clear customer benefit

Golden Route

Don't know where to start? Start here.

Hyper-modern Tokyo, traditional Kyoto, and the perfect cone of Mount Fuji: this self-guided itinerary is an absolutely unbeatable combo.

The Path to Happiness

In need of some joy after 2020?

This self-guided journey is the perfect tonic - an exploration of Japan through the prism of ikigai: Japan's answer to happiness.

SELECTED ORIGINAL COPY

A closer look at the writing

The original email designs and imagery are no longer available – however, the excerpts below reproduce selected copy from the campaign.

WHY	**Why Japan?** What is that je-ne-sais-quoi that makes Japan so endlessly perplexing; so infinitely and enduringly beguiling? The fact is that there are a thousand different things - and more. It's the customs that catch you by surprise. It's the coexistence of time-honoured tradition with sheer, off-the-wall wackiness. It's the unexpected juxtapositions, the unlooked-for kindnesses, and the attention to detail observed in every aspect of life. Japan is a place where the mundane becomes utterly and bafflingly new, and it still has the power to surprise us - even after 20 years.
WHEN	**Seasons & cycles** The seasonal changes in Japan are beautiful, but it's the way they're celebrated - with crazy festivals, special food and drink, and a genuine, heartfelt reverence - that really makes each part of the year so unique. Whether it's the fleeting pink blossoms of spring, the joyful celebrations of summer, the flaming red leaves of autumn, or the snow-dusted landscapes of winter: every season brings with it something new and wonderful.

WHERE	**Travel from home?** Explore famous sights from the comfort of home. Step inside our interactive map and start deciding on your bucket list. CTA: Step inside
WHAT	**Why everyone should stay at a ryokan inn** Forget the Holiday Inn: Japanese ryokan are all about hot-spring baths, elaborate multi-course meals, and the simple beauty of a tatami-mat room - all presided over by an impossibly gracious, kimono-clad host. It's a truly Japanese experience. CTA: WHAT TO EXPECT
HOW	**5 reasons to consider group travel** Don't see yourself as a group tour person? Let us urge you to reconsider! Our small group tours are something completely different. Tour leader, Mark, explains why. CTA: Find out why

WHAT THIS PROJECT DEMONSTRATES

Writing that changes with the customer's needs

Across the five emails, the messaging shifts deliberately: from emotional storytelling and discovery, through practical guidance and choice, to reassurance, product messaging and a clear route towards booking. The series demonstrates how I adapt copy to different stages of a customer journey while maintaining a consistent brand voice.

CRM & email marketing Five connected customer communications	**Persuasive copywriting** From inspiration to product consideration	**Content curation** Articles and video selected for each stage
Tone of voice Warm, expert and conversational throughout	**Short-form craft** Headlines, teasers, CTAs and microcopy	**Collaboration** Copy supplied to a colleague for build and delivery