



Using Email Marketing To Drive Direct Sales

Hotel in Georgia wanted to promote their hotel to families who are looking for a spring break destination

OUR SOLUTION

1

Develop an email campaign to showcase relevant springtime activities near the hotel that would appeal to families on spring break.

2

Utilize seasonal special offers within the content, optimize call-to-action buttons for conversion.

Results

21%

OPEN RATE

13%

CLICK THROUGH
RATE

126

VISITS TO HOTEL
WEBSITE

REVENUE GENERATED

\$1,532

FROM 4 RESERVATIONS (8 TOTAL ROOM NIGHTS)