

Using Email Marketing To Showcase Hotel Changes

A hotel renovated their lobby and wanted to find a way to quickly promote the changes to potential guests.

OUR SOLUTION

- 1 Use email marketing as a tool to directly reach hotel's targeted audience.
- 2 Create an email campaign focused on showcasing the hotel updates, through image and copy strategies.

Results

45.9%

OPEN RATE

600+

VISITS TO
WEBSITE

15.2%

CLICK RATE

COMPARED TO INDUSTRY AVERAGES...

Open Rate: 14.2%

Click Rate: 1.3%



CASE STUDY
EMAIL MARKETING