

MAILER:

Swanson Health Products

OBJECTIVE:

Swanson Health Products faced the challenge of increasing brand awareness while gaining market share of online vitamin purchases as well as positioning SwansonVitamins.com as the leading choice for a full array of vitamins, supplements, and health products.

SOLUTION:

eTargetMedia implemented a targeted and highly effective acquisition email marketing campaign to introduce a health-minded audience to the myriad of product options and resources available at SwansonVitamins.com. The campaign was positioned to highlight the cost savings of online purchase directly through the Swanson site as well as to invite prospects to take advantage of free shipping on their first order with a promotional code. eTargetMedia strategically selected the high performance healthy lifestyle lists of Health and Fitness Enthusiasts, Organic Lifestyle and Natural Product Buyers, and American Healthy Eating and Nutrition Enthusiasts, layering in target demographics to meet the brand's consumer profile and attract new customers. The campaign was designed to serve simultaneously as a branding initiative while meeting acquisition goals to attract new customers without previous purchase history and convert them into brand loyal future customers for Swanson Health Products.

OUTCOME:

The email marketing campaign was a tremendous success and resulted in significantly above industry average open rates and click through rates. The client reported a significant increase in traffic and ultimately an uptick in sales as a results of the initiative, leading to repeat list usage due to strong overall results.



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