

**MAILER:**

Layla Grace & Zinc Door

**OBJECTIVE:**

Layla Grace & Zinc Door faced the challenge of promoting their trade discount program that is available only to design and interior decorating professionals.

**SOLUTION:**

eTargetMedia implemented a highly targeted and effective email marketing campaign that segmented an audience of active design consultants, decorating consultants, and interior decorating professionals who were qualified to receive the promotion. The offer was designed to promote the exclusive trade professionals discount program and the benefits of being a trade program member while also promoting brand awareness to industry professionals who would recommend the company to their clients. eTargetMedia selected highly responsive and qualified design and decorating professionals to ensure a good fit for the promotion.

**OUTCOME:**


The email marketing campaign resulted in exceptional open, click through and conversion rates and the company was very happy with the amount of trade program member applications that were generated from the campaign. The campaign also generated increased traffic to the website and increased brand recognition amongst professionals in the industry.



*Questions about the program? Contact our specialist.*



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