

MAILER:

Ann Arbor Regent Hotel & Suites

OBJECTIVE:

Ann Arbor Regent faced the challenge of increasing hotel bookings from business travelers as well as reaching local businesses to promote their conference center for corporate events, meetings, parties and more.

SOLUTION:

eTargetMedia planned and managed a strategic and effective email marketing campaign that targeted travelers and business professionals in a 50-mile radius around Ann Arbor, Michigan. eTargetMedia strategically selected the Frequent Business Travelers files and targeted the DMAs surrounding the Ann Arbor area, extending out to Detroit. This target group was an ideal audience as these business professionals frequently travel and they would be interested in hosting their meetings and events at the hotel. The creative was designed to promote the hotel as the premier hotel in Ann Arbor as well as the best location to hold a corporate event. A 20% Off Best Available Rate offer was also included to motivate the audience to make their reservations online.

OUTCOME:

The email marketing campaign was very successful and delivered an excellent open rate and a well above average click through rate. Hotel bookings also spiked significantly as a direct result of the campaign.

Book now and get 20% Off our Best Available Rate



20% Off Best Available Rate
Ann Arbor Regent, the premier hotel in Ann Arbor

The Ann Arbor Regent Hotel and Suites is perfect for anyone who appreciates exceptional service, and extraordinary accommodations, at impressively competitive rates. Book now and get 20% Off our Best Available Rate. All guest rooms include a hot breakfast, WiFi, refrigerator, microwave, and coffee maker. We offer amenities a step above competitive hotels, with a heated indoor pool and hot tub, billiards room and a patio garden with lighted gazebo. The Ann Arbor Regent also offers a detached conference center perfect for corporate events, parties and more.



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