

MAILER:

Charlotte Hornets

OBJECTIVE:

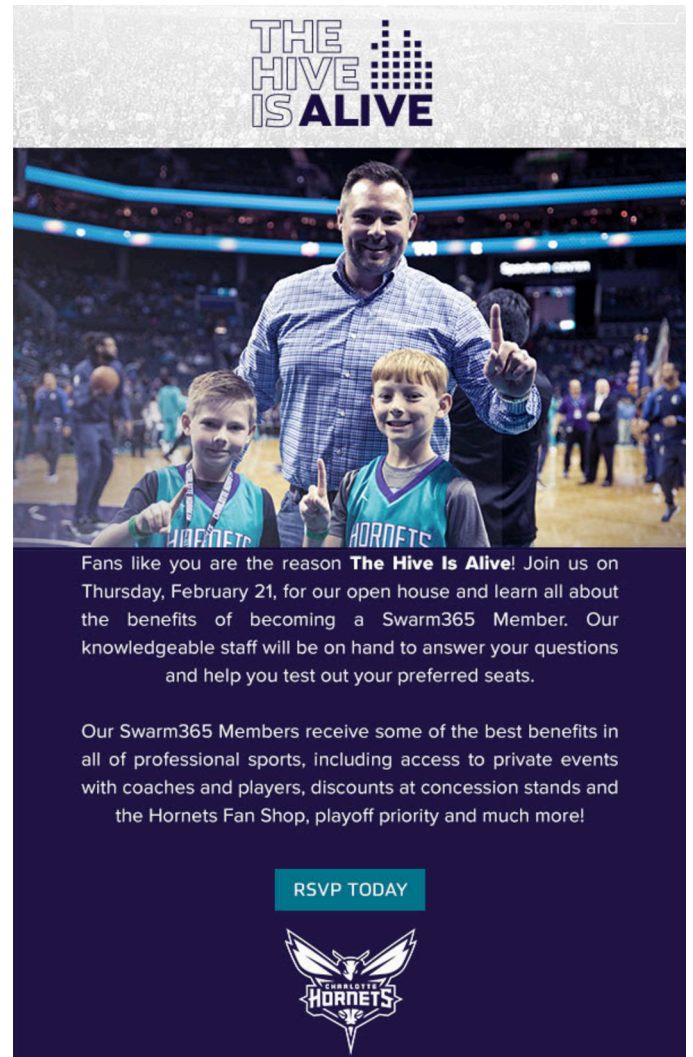
The Charlotte Hornets faced the challenge of promoting their open house and increasing Swarm365 memberships.

SOLUTION:

eTargetMedia planned and executed a targeted email marketing campaign for the Charlotte Hornets that reached wealthy households in a targeted radius around Charlotte, NC zip codes. The target audience included wealthy sports fans between the ages of 36-65 years old with a household income of over \$125k per year. The campaign targeted both married couples and single individuals who are homeowners with a mix of no kids and school aged kids in the house. 50,000 value-added records were included in the campaign to give the campaign a greater reach among the target audience. The creative included an invitation for fans to attend the Charlotte Hornets open house to learn all about the benefits of becoming a Swarm365 member, which includes access to private events, concession stand discounts, playoff priority tickets and more.

OUTCOME:

The email marketing campaign helped the Charlotte Hornets to reach a new audience of Swarm365 members. The campaign had a very strong open rate and a high click through rate. It also helped increase interest in Swarm365 memberships and helped to increase attendance at the open house.




THE HIVE IS ALIVE

Fans like you are the reason **The Hive Is Alive!** Join us on Thursday, February 21, for our open house and learn all about the benefits of becoming a Swarm365 Member. Our knowledgeable staff will be on hand to answer your questions and help you test out your preferred seats.

Our Swarm365 Members receive some of the best benefits in all of professional sports, including access to private events with coaches and players, discounts at concession stands and the Hornets Fan Shop, playoff priority and much more!

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