

MAILER:

Cleveland Clinic

OBJECTIVE:

Cleveland Clinic faced the challenge of positioning itself as a leading healthcare institution while increasing registration to the Women's Wellness Retreat.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of affluent women age 45-60 with an interest in health and wellness within an upper income range in the states of FL, OH and NV. The offer was designed to promote the Women's Wellness Retreat in Captiva Island, FL, to promote a mind, body and spirit experience of health and fitness. The event was organized to feature fitness activities, nutritional advice, healthy living workshops and an overall health-minded visit for enhanced wellness. eTargetMedia selected the targeted lists of Health and Fitness Enthusiasts and Female Business Owners and Executives in the target geographic areas of focus for visitation.

OUTCOME:

The eTargetMedia email marketing campaign was tremendously successful in driving targeted traffic of highly qualified women that fit the target profile for increased registration to the event which exceeded customer expectations of the initiative.



Cleveland Clinic
Wellness
Women's Wellness Week

A week of restorative healthy living on the Gulf of Mexico

November 8-15, 2015
'Tween Waters Inn Island Resort and Spa
Captiva Island, Florida

Renew. Replenish. Rediscover. Relax. Recharge.

Join us for Women's Wellness Week — a complete program that encompasses mind, body and spirit. You'll absorb life-changing information from integrative medicine experts on women's health and learn lifestyle strategies to manage stress, improve health and recharge your life.

Throughout your stay hear the latest on fitness, nutrition, dietary supplements and more as you soak up the sun and enjoy the white sand beaches. Enjoy delicious gluten-free cuisine featuring anti-inflammatory, immune-boosting foods. After seven days, you'll return home energized, with a renewed sense of well-being!

[Reserve your spot today!](#)

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