

MAILER:

Publix

OBJECTIVE:

Publix faced the challenge of increasing their market share of the growing US Health and Wellness market as well as attracting new prospective grocery clients nationwide. The company aimed to increase brand awareness among Health/Wellness buyers, promote registration and generate new qualified leads in response to promotional offers, and attract new Health oriented prospects for offer redemption.

SOLUTION:

eTargetMedia implemented a highly effective, targeted series of email marketing campaign segmenting an audience of health and wellness conscience individuals in FL, GA, SC, AI and TN, with an interest in health and wellness related content and offers in living a healthy lifestyle. They are eco-friendly individuals that are concerned about the environment and shop for Organic and All Natural Foods and household products. The campaigns were designed with a two-fold purpose which included highlighting benefits while educating new prospects of the ease of use of the product and procedure, as well as distributing a promotional offer for redemption of new prospective buyers.

OUTCOME:

The email marketing initiatives resulted in excellent open and click through rates as well as strong rates of redemption of the promotional offer, leading to an overall significant increase in sales as a direct result. Due to the well above average results and conversion rate, the satisfied client continued with repeat list usage over various promotional offers, for each of which eTargetMedia strategically implemented successful campaigns with excellent service and results.



Find out what eTargetMedia can do for your business.
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