

MAILER:

Village of Merrick Park

OBJECTIVE:

The Village of Merrick Park shopping and entertainment center faced the challenge of positioning itself as a leading choice for holiday shopping needs among the various retail centers located in the region. The center strived to attract shoppers with promotions as well as special holiday themed events for a festive shopping environment and excellent variety of retailers and products.

SOLUTION:

eTargetMedia implemented a highly effective, targeted email marketing campaign segmenting an audience of adults ages 25-55, skewing higher income ranges due to the high end shops located in the plaza that attract a more affluent demographic of holiday buyers. The Village of Merrick Park initiated the start of their heavy holiday shopping season by announcing the tree lighting ceremony, promoting special events and live music series and updating shoppers on special holiday hours. eTargetMedia carefully selected files as an ideal fit for the promotion, which included: Active Holiday Online Shoppers, Holiday Buyers for Teens and Tweens, Holiday Electronics Buyers, American Fashion and Design Shoppers, and High Income Households.

OUTCOME:

The email marketing initiative resulted in well above industry average open and click through rates as well as an increase in attendance to the special events promoted in the offer.



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