

## MAILER:

**McAlister's Deli**

## OBJECTIVE:

McAlister's Deli faced the challenge of promoting their restaurant to senior citizens and increasing awareness of their senior's specials.

## SOLUTION:

McAlister's Deli wanted to promote their early bird specials to senior citizens who live close to a McAlister's Deli as seniors often choose a light deli meal for their dinner. eTargetMedia planned and executed a strategic email marketing campaign that targeted American Seniors, over the age of 60 years old within a 10-mile radius around specified zip codes for McAlister's Deli locations. The creative promoted McAlister's Deli's senior special which featured a \$5 club after 5pm, exclusive only to senior citizens. The email creative also included the closest McAlister's Deli to make it easy for the email recipient to visit the restaurant.

## OUTCOME:

The McAlister's Deli email campaign was very successful and delivered high open and click through rates. The campaign was also successful at promoting the deli's senior specials and helped to increase visits to the restaurants at night.



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