MAILER:

Perry's Steakhouse & Grille
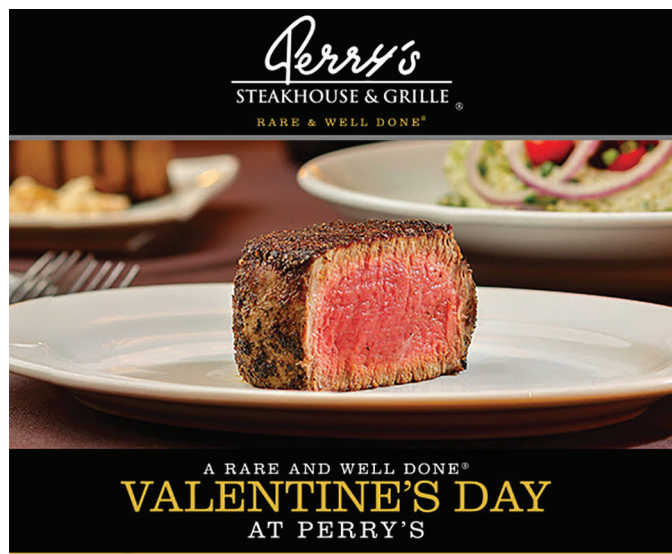
OBJECTIVE:

Perry's Steakhouse & Grille faced the challenge of securing reservations for it's Valentine's Day special prix fixe menu event.

SOLUTION:

eTargetMedia implemented a highly targeted email marketing campaign that segmented an audience of fine dining enthusiasts between the ages of 30-65 with household incomes of $125k+. The campaign was also geo-targeted within a 15 mile radius of the Chicago Zip Code 60523 to ensure that the audience lived in the local area and would be interested in the offer. eTargetMedia selected prospects from the Five Star Gourmet & Fine Dining list that live within the Chicago zip code as this audience often frequents five star eateries in the area. The offer was designed to promote the special Valentine's day menu and live entertainment as well as options to make a reservation.

OUTCOME:

The email marketing campaign resulted in exceptional click through and conversion rates as well as general awareness about Perry's Valentine's Day event. The campaign secured a high number of reservations for the event as well as increased traffic to the website. The campaign was very successful.
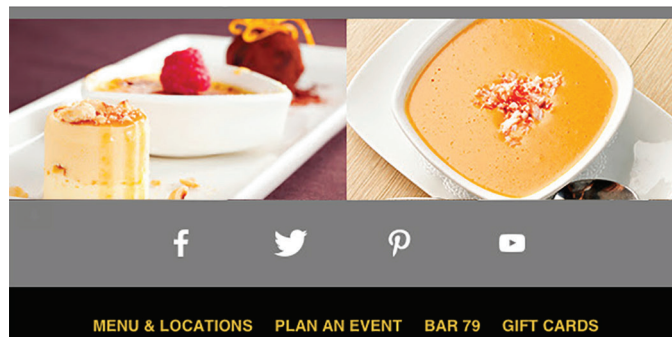

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