

MAILER:

The Ritz Carlton Residences Waikiki Beach

OBJECTIVE:

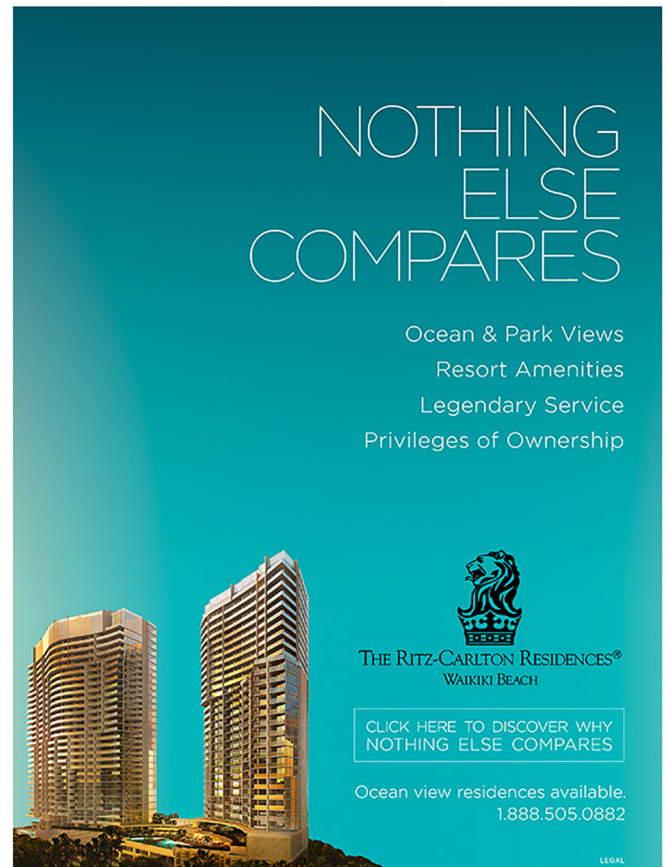
Ritz Carlton faced the challenge of increasing leads of targeted and qualified prospective real estate buyers of the residences at the Waikiki Beach property.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of affluent, high income, high net worth real estate investors in San Francisco, Los Angeles and Seattle. The offer was designed to provide an appealing overview of the property and invite prospective buyers to an exclusive glimpse of the neighborhood, residences, amenities, services, dining, and everything the resort uniquely has to offer that makes it stand out as the leading choice among luxury vacation residences. The offer invited qualified investors to browse available properties, schedule an appointment, or contact the property for more information regarding ownership opportunities.

OUTCOME:

The email campaign was highly successful and resulted in continuation usage with repeat campaigns over the course of a year due to the extremely strong response rate. The initiatives strengthened the brand essence in the luxury vacation real estate market, increased site visitation, increased leads of qualified prospects, and helped to boost overall sales during the course of the initiative due to the strength of the eTargetMedia campaigns.



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