

MAILER:

Subway

OBJECTIVE:

Subway faced the challenge of increasing sales among corporate clients of catered business meals for meetings, office parties, and business lunches.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of professionals in a business decision making capacity pertaining to purchasing as well as office management within a two mile radius of participating Subway locations. The offer was designed to position the brand as a leading and convenient choice for a variety of business catering needs. Subway also increased awareness of their efficient and streamlined online ordering system as well as product quality of the strong Subway brand of fresh and delicious meal options. The offer presented business decision makers with the opportunity to browse seasonal menus, event catering menus, and sandwich platters varieties. eTargetMedia strategically selected the high performance files of American Business Decision Makers and American Meeting and Event Planners to assure a strong audience of highly qualified prospects for Subway catering.

OUTCOME:

The email campaign resulted in excellent open and click-through rates that exceeded industry average, while driving traffic, increasing brand awareness as a corporate catering brand, and increasing sales among business clientele in the geographic regions of participating store locations of Subway.



SUBWAY CATERERS™

They'll love the taste, you'll love the value.

Whether there's a client meeting or an awesome office party, SUBWAY® Restaurants has everything you need to make your next event a delicious success. Explore our menu for delicious catering options, including hunger-busting Giant Subs, piled-high sandwich platters, quick and easy SUBWAY to GO™ meals and much more.

GIANT SUB

SANDWICH PLATTER

COOKIE PLATTER

ORDER ONLINE TODAY

OR CALL 877-360-CATER

SUBWAY TO GO™ MEAL

Catering orders may require 24 hour advance notice.
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