

## MAILER:

**Hair Club for Men**

## OBJECTIVE:

Hair Club faced the challenge of increasing their market share of the growing US Hispanic market as well as attracting new prospective Latino clients nationwide. The company aimed to increase brand awareness among Hispanic buyers, promote registration and generate new qualified leads in response to promotional offers, and attract new Latino prospects for offer redemption.

## SOLUTION:

eTargetMedia implemented a highly effective, targeted series of email marketing campaigns segmenting an audience of Hispanic consumers nationwide, with primary targets located in US DMAs with significant Hispanic populations and with an interest in hair loss solutions and corrective procedures. The campaigns were designed with a two-fold purpose which included highlighting benefits while educating new prospects of the ease of use of the product and procedure, as well as distributing a promotional offer for redemption of new prospective buyers. eTargetMedia segmented a Hispanic, Spanish language dominant [Spanish preferred] target market for the Spanish language promotion, and a Hispanic bilingual [Hispanic, English language preferred or bilingual] target for the English language promotion.

## OUTCOME:

The email marketing initiatives resulted in above industry average open and click through rates as well as strong rates of redemption of the promotional offer, leading to an overall significant increase in sales as a direct result. Due to the well above average results and conversion rate, the satisfied client continued with repeat list usage over various promotional offers, for each of which eTargetMedia strategically implemented successful campaigns with excellent service and results.



**¡RECUPERE SU CABELLO EN SOLO 4 SEMANAS!**

No importa la clase de pérdida de cabello que experimente, Hair Club puede brindarle una solución.

- Casi un millón de personas han recurrido a Hair Club para resolver sus problemas de pérdida de cabello.
- No existe problema de pérdida de cabello que no podamos resolver.
- Obtenga un aspecto más juvenil..., más sexy..., eleve su autoestima.

Obtenga resultados comprobados. **HAGA CLICK AQUÍ**

Visítenos a [HairClub.com](http://HairClub.com)

\*No combinable con ninguna otra oferta. Financiación disponible mediante aprobación de crédito. Oferta válida solamente para el día de la consulta inicial. Imprima una copia de este mensaje y traigala a su cita para hacer efectiva esta oferta. Valido únicamente por 30 días a partir de la fecha de recepción. Oferta no válida para Extreme LaserComb.

© Hair Club for Men, Ltd., Inc.  
1515 South Federal Highway  
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Si no desea que nos pongamos en contacto con usted en el futuro, solicitamos que lo indique. [Haga click aquí.](#)

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