

MAILER:

Karisma Hotels & Resorts

OBJECTIVE:

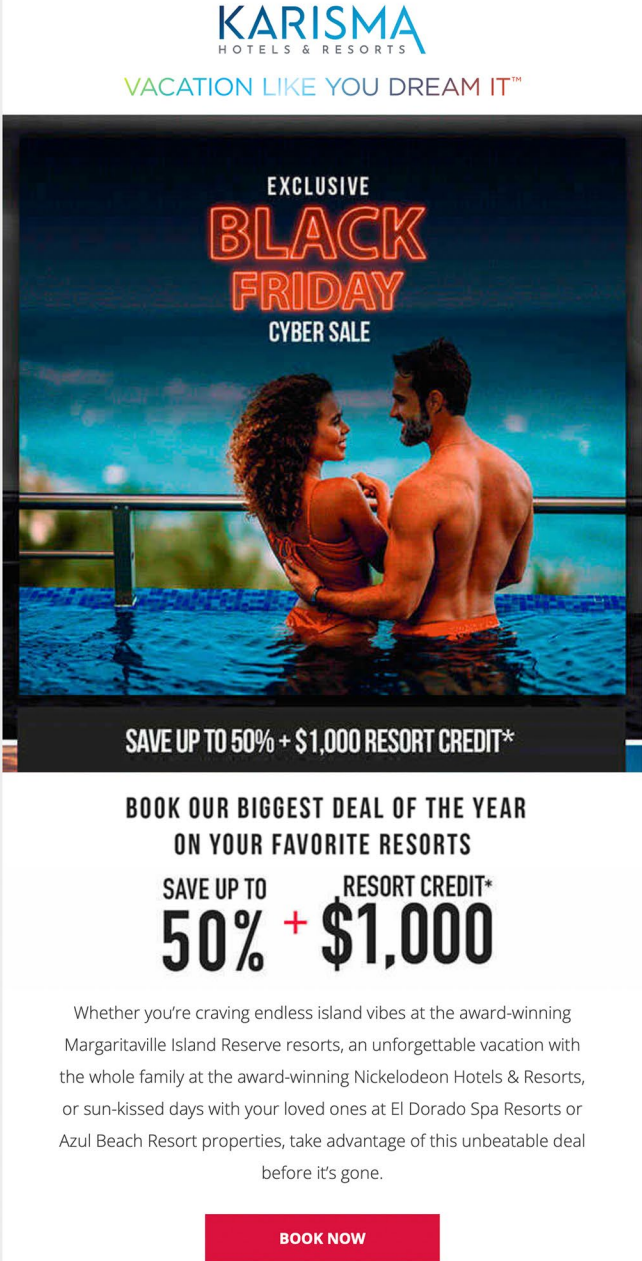
Karisma Hotels & Resorts faced the challenge of increasing online bookings at their hotels and promoting their Black Friday Sale.

SOLUTION:

eTargetMedia planned and executed a strategic email marketing campaign that targeted world travelers who regularly book luxury vacations. eTargetMedia strategically selected the Active International Travelers file and selected families and couples with household incomes over \$150k per year who enjoy staying at premier hotels and beach resorts around the country and the world. The campaign was geo-targeted to travelers who live in the United States and the creative featured the Exclusive Black Friday Cyber Sale that was only available to email recipients. The email campaign offered a special discount of up to 50% Off plus \$1,000 resort credit for any travelers who booked their vacation through the email campaign. A strong call to action invited email recipients to click to book and make a hotel reservation online.

OUTCOME:

The email marketing campaign helped Karisma Hotels & Resorts to promote their Black Friday Cyber Sale. An initial email marketing campaign was deployed with a follow up added value campaign.



KARISMA
HOTELS & RESORTS

VACATION LIKE YOU DREAM IT™

EXCLUSIVE
BLACK FRIDAY
CYBER SALE

SAVE UP TO 50% + \$1,000 RESORT CREDIT*

BOOK OUR BIGGEST DEAL OF THE YEAR
ON YOUR FAVORITE RESORTS

SAVE UP TO
50% + \$1,000
RESORT CREDIT*

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