

MAILER:

American Laser Skincare

OBJECTIVE:

American Laser Skincare faced the challenge of increasing brand awareness and educating prospective clients on the benefits of the new SilkPeel® Dermalinfusion skin rejuvenation procedure.

SOLUTION:

eTargetMedia implemented a targeted and highly effective email marketing campaign segmenting an audience of women in the target age and income brackets with an interest in facials and cosmetic beauty procedures geo-targeted around locations in four metro areas participating in the promotion. The offer was designed to educate prospective customers on the advantages of the new procedure while encouraging registration for a free consultation in conjunction with offering an introductory pricing package. eTargetMedia strategically selected the highly responsive beauty-focused file of Active Cosmetic Surgery and Beauty Treatments subscribers to provide an ideal audience of prospective customers as an ideal fit for American Laser Skincare.

OUTCOME:

The email marketing initiative was highly successful and resulted in well above industry average open and click-through rates for email to acquisition lists as well as excellent brand recognition, an increase in traffic and ultimately increased registrations and consultations which exceeded campaign goals.

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*Restrictions apply. Please visit americanlaser.com for details.

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American Laser Skincare
24555 Hallwood Court, Farmington Hills, MI 48335

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