

MAILER:

Bahamas Paradise Cruise Line

OBJECTIVE:

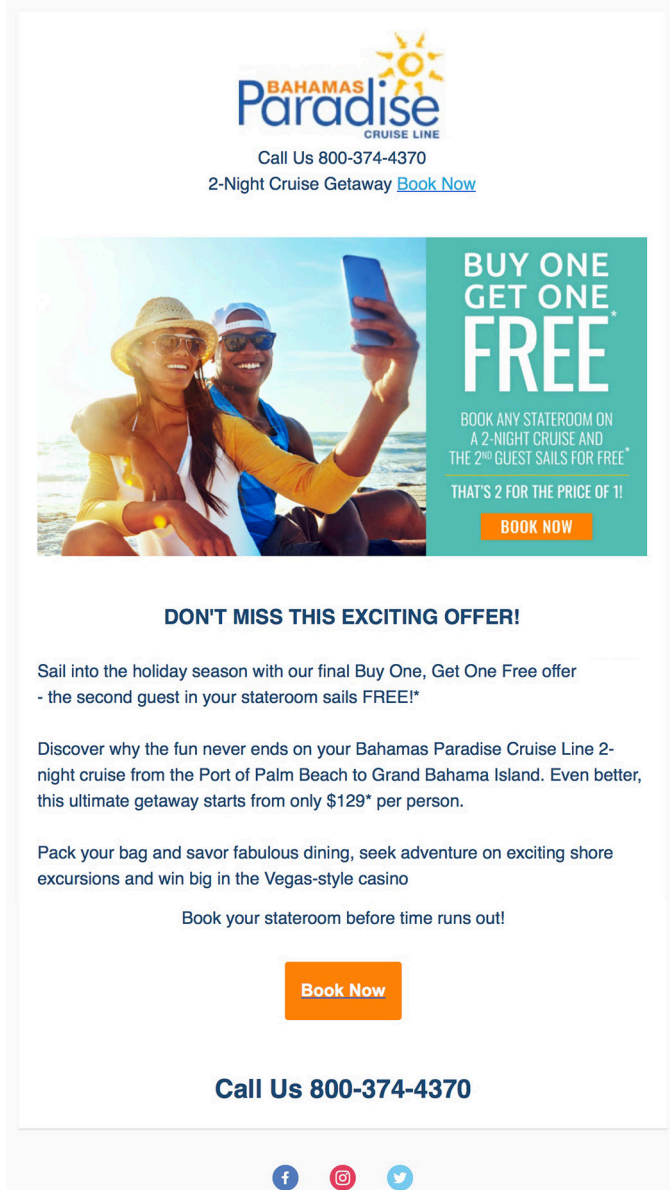
Bahamas Paradise Cruise Line faced the challenge of increasing online bookings of its 2 night cruises from Palm Beach to Grand Bahama Island.

SOLUTION:

eTargetMedia planned and managed a strategic email marketing campaign that targeted single travelers in select states that are in close proximity to the Port of Palm Beach. eTargetMedia strategically selected the Vacation & Travel Enthusiasts file and selected single travelers who have shown an interest in cruise vacations and weekend getaways for their trips. The campaign was geo-targeted to Florida, Georgia, North Carolina and South Carolina as these states have a strong travel rate to destinations in the Caribbean including cruises and the Bahamas. The creative featured a buy one cruise get one free limited time special offer that was only available to email recipients.

OUTCOME:

The campaign produced high open and click through rates and a significant increase in cruise bookings for Bahamas Paradise Cruise Line. A second wave mailing was deployed that helped to boost the overall results of the campaign. The client has scheduled additional email campaign deployments to be deployed on a regular basis throughout the course of the year.



The email creative features the Bahamas Paradise Cruise Line logo at the top, with contact information: "Call Us 800-374-4370" and "2-Night Cruise Getaway [Book Now](#)". The main visual is a couple taking a selfie on a boat. To the right, a green box highlights the offer: "BUY ONE GET ONE FREE". Below this, text reads: "BOOK ANY STATEROOM ON A 2-NIGHT CRUISE AND THE 2ND GUEST SAILS FOR FREE* THAT'S 2 FOR THE PRICE OF 1!" and a "BOOK NOW" button. The bottom section, titled "DON'T MISS THIS EXCITING OFFER!", details the offer: "Sail into the holiday season with our final Buy One, Get One Free offer - the second guest in your stateroom sails FREE!*". It also includes a testimonial: "Discover why the fun never ends on your Bahamas Paradise Cruise Line 2-night cruise from the Port of Palm Beach to Grand Bahama Island. Even better, this ultimate getaway starts from only \$129* per person." and another testimonial: "Pack your bag and savor fabulous dining, seek adventure on exciting shore excursions and win big in the Vegas-style casino". A "Book your stateroom before time runs out!" message is followed by another "Book Now" button and the contact number "Call Us 800-374-4370". Social media icons for Facebook, Instagram, and Twitter are at the bottom.

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