

MAILER:

Cantina Laredo

OBJECTIVE:

Cantina Laredo faced the challenge of increasing catering orders during the holiday season.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of residents and families within a 5 mile radius of each store location. The offer was designed to inform local audiences of the catering options available from Cantina Laredo and position the specialty catering menu as the ideal choice to bring festivity to any holiday party. The offer also presented a \$10 off coupon for all catering orders booked by the redemption date of \$100 or more. The offer was distributed to 10 individual locations to increase awareness of catering options as well as directly increase catering bookings for the selected local markets.

OUTCOME:

The email campaign resulted in significantly above industry average open and click-through rates as well as generating a solid increase in bookings for the markets of focus for the promotion, therefore exceeding campaign goals and resulting in increased sales for the holiday season.



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