

JAMBA JUICE CATERING CASE STUDY

MAILER:

Jamba Juice

OBJECTIVE:

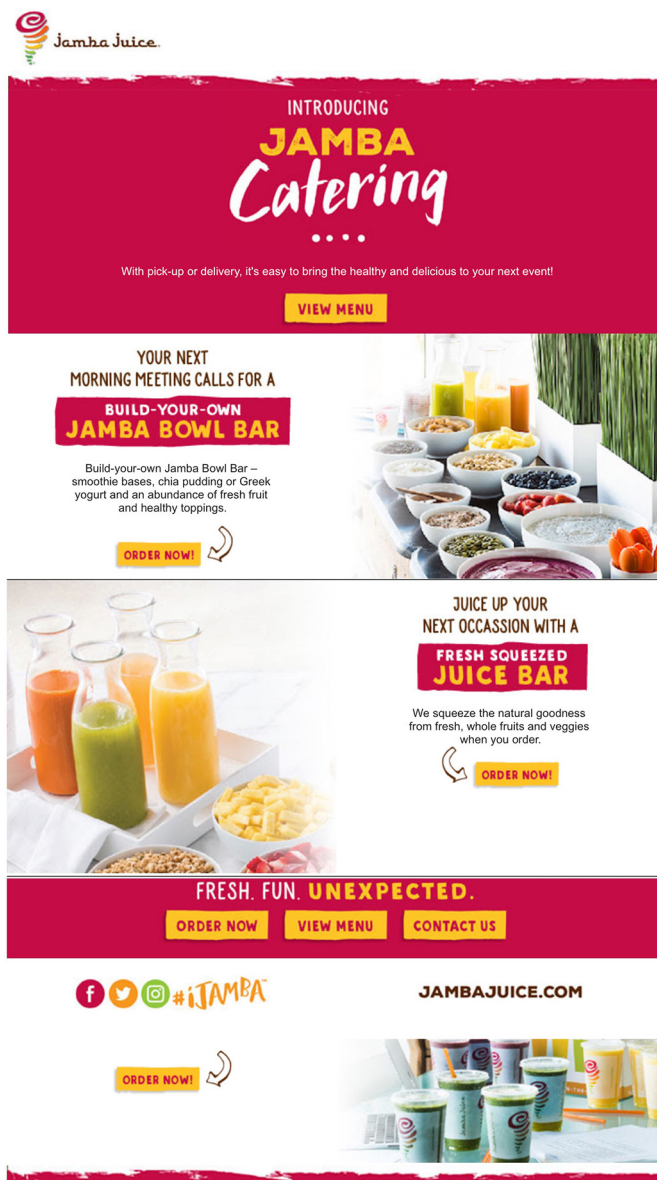
Jamba Juice faced the challenge of increasing catering orders on their website.

SOLUTION:

eTargetMedia planned and implemented a strategic email marketing campaign that targeted sales and marketing managers who regularly plan business meetings with their sales and marketing teams as well as with their clients. eTargetMedia strategically selected the American Sales & Marketing Executives file and geo-targeted sales and marketing managers in the San Diego MSA. A series of 6 campaigns were deployed, over a three month term. Each email campaign had a second wave mailing, which was deployed to the non-openers, and helped to build frequency into their campaign strategy. The creative was designed to introduce Jamba Juice Catering as a fresh alternative for morning meetings and a way to juice up any special events. The creative included strong call to actions including view menu, order now, and contact us buttons which helped to drive the results of the campaign.

OUTCOME:

The campaign resulted in strong open rates, above average click through rates, and a significant boost in catering sales and overall email marketing results.



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