

MAILER:

Clarendale Six Corners

OBJECTIVE:

Clarendale Six Corners faced the challenge of promoting the luxury senior living community to new potential residents.

SOLUTION:

Clarendale Six Corners was hosting a Taste & Tour Event to invite potential new residents to come and experience the luxury senior living community. The community wanted to reach affluent seniors in the area so eTargetMedia planned and executed a strategic email marketing campaign that targeted American Seniors between the ages of 70-85 years old with annual household incomes over \$75k per year and net worths of over \$500k+. The campaign was geo-targeted within a 5 mile radius around the community as this audience would be very likely to want to join the tasting and touring event so they can experience what life is like at Clarendale Six Corners. The creative promoted the one day event and invited interested seniors to RSVP so they can enjoy a taste of the Clarendale's luxury senior living lifestyle.

OUTCOME:

The email marketing campaign helped the Clarendale Six Corners to reach potential new residents and increase their Taste & Tour event registrations. The campaign had a very high open rate and strong click through rate and helped increase interest in the luxury senior living community.



RSVP TODAY

Come Get a Flavor of What Senior Living Should Be!

As we near our first anniversary, Clarendale Six Corners invites you to get a flavor of everything our luxury senior living community offers at our May Taste & Tour Event. It's an excellent opportunity to:

- Tour our community spaces & model residences
- Mingle with residents at food stations throughout the tour
- Sample our chef-inspired menu offerings

There's no better way to get a taste of what makes senior living at Clarendale Six Corners so unique.

Clarendale Six Corners TASTE & TOUR EVENT



THURSDAY, MAY 23RD
2:30 PM

Join us for this great opportunity to get an inside look at our community, talk to current residents, and sample some of the menu offerings our residents enjoy daily.

RSVP TODAY

Light bites and beverages will be served.

CLARENDALE
— SIX CORNERS —

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