

MAILER:

Econo Lodge

OBJECTIVE:

Econo Lodge faced the challenge of increasing online bookings at their budget friendly hotels among outdoor adventure enthusiasts.

SOLUTION:

eTargetMedia planned and managed a targeted email marketing campaign that mostly skewed Males (75%) between the ages of 25 to 59 years old who are sports-focused budget travelers. The target group included outdoor adventurers who are interested in hunting, fishing, hiking, kayaking, attending college and professional football games and other fall sporting events. An average annual household income of \$30k-\$65k/year was also targeted as this income bracket would be very likely to book their accommodations at a budget friendly hotel. The campaign was geo-targeted to U.S. Nationwide locations and the creative was designed to feature Econo Lodge as the best accommodations for saving on the room, while splurging on the fun. The creative offered a special 15% discount for booking an Econo Lodge hotel through the exclusive landing page.

OUTCOME:

The email campaign resulted in a very strong open rate and extremely high click through rate which led to a big increase in bookings on the Econo Lodge website.



Save on the Room.
Splurge on the Fun.



Get a great indoor discount at Econo Lodge® hotels for your next great outdoors adventure.

Whether you're traveling to the big game, planning a fishing trip, or headed for the woods, when you stay at Econo Lodge, you can enjoy your trip – without worrying about your accommodations.

With locations everywhere, get a comfortable room, free wifi... and a terrific discount when you book your next trip.*

Enjoy 15% OFF your next Econo Lodge stay*

AND, get the lowest price, guaranteed, when you book direct at ChoiceHotels.com.

Simply click the link below to redeem your offer.
Must book by November 15 and stay by December 31.

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