

MAILER:

KeKe's Breakfast Café

OBJECTIVE:

KeKe's Breakfast Café faced the challenge of promoting the grand opening of a new location in Clarksville, Tennessee and increasing diners at the new location.

SOLUTION:

KeKe's Breakfast Café opened a new location in Clarksville, TN and needed to promote the new restaurant to local diners who enjoy eating at casual restaurants in their local communities. eTargetMedia developed an email marketing strategy with the goal to build buzz and drive immediate foot traffic to the new restaurant. eTargetMedia strategically selected the American Casual Dining Enthusiasts file and targeted individuals and families who frequently eat at casual dining restaurants. The campaign was geo-targeted within a 5-mile radius of the restaurant. To spark excitement and generate a strong turnout, the creative included an exclusive Buy One Get One Free Entree promotion that was only available for email recipients and only valid at the new location for a short period driving urgency.

OUTCOME:

The email marketing campaign helped to increase restaurant traffic by using smart email marketing solutions. The campaign helped to drive engagement, delivered high open and click through rates, increased excitement for the grand opening and drove real foot traffic into KeKe's new location.



Now open, Clarksville! Time to carpe a.m.



Get ready to hit the grounds running, Clarksville. We're serving up freshly prepared breakfast favorites, with fast, friendly service that makes you feel right at home. We'll see you soon!

[VIEW MENU](#)



**Buy One,
Get One Free
Entrées***
through June 30, 2025!

Grab your brunch buddy and head to KeKe's Clarksville for Buy One, Get One Free Entrées* through June 30, 2025! Just show this email to your server or mention code **BOGO-EM** and enjoy.

Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com