

MAILER:

Mattress Recycling Council - San Diego

OBJECTIVE:

Mattress Recycling Council faced the challenge of promoting their mattress recycling program to Spanish speakers in the San Diego area.

SOLUTION:

The Mattress Recycling Council of San Diego wanted to educate Spanish speakers in their local community about mattress recycling options. The company needed a cost-effective way to nurture leads, build mattress recycling awareness, and increase mattress donations. The Mattress Recycling Council partnered with eTargetMedia to develop a targeted email marketing strategy for multiple ongoing email campaigns. eTargetMedia developed a strategic email marketing campaign that reached Spanish Speakers and New Movers between the ages of 25-54 years old with household incomes over \$25K+ year. The campaign targeted environmentally conscious consumers who are committed to recycling and supporting sustainable solutions to help protect the environment. The creative was designed to tell consumers how easy donating a mattress is and the email was written in Spanish to make it easy for the Spanish speakers to read the message. The campaign geo-targeted local zip codes who could easily donate to the organization.

OUTCOME:

The email marketing campaign generated high engagement, open and click through rates, boosted customer engagement among Spanish speaking consumers and increased mattress donations.



*Diga ADIÓS a su viejo colchón,
Y ¡HOLA al reciclaje!*

Hay 3 formas sencillas de deshacerse de su colchón correctamente y ayudar a combatir el vertido ilegal en su vecindario:

- Pregúntele a su minorista.
- Llévelo a reciclar.
- Contacte a su ciudad.

Infórmese sobre sus opciones locales.
Visite ByeByeMattress.com

bye bye mattress
Un programa de Mattress Recycling Council

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