

MAILER:

Margaritaville Hotels & Resorts

OBJECTIVE:


Margaritaville Hotels & Resorts faced the challenge of promoting their Black Friday Sale, the biggest sale of the year and increasing online reservations during the Black Friday weekend.

SOLUTION:

eTargetMedia planned and executed a strategic email marketing campaign that targeted travelers who enjoy beach resorts and vacations. eTargetMedia strategically selected the Avid Beach Goers and Vacationers file and targeted adults between the ages of 25-64 years old, mostly couples who are social, beach lovers, who enjoy indulging in cuisine, cocktails and nightlife. They often travel in groups with other couples and enjoy visiting beach resorts that include spas, social activities, multiple restaurants, bars, and more. The campaign was geo-targeted to US adults and the creative featured Margaritaville's Exclusive Black Friday Cyber Sale which included special rates of up to 50% off and up to \$1,000 in resort credit to spend on the beach getaway.

OUTCOME:

The email marketing campaign produced outstanding results with a high open rate and very strong click through rate. Many travelers visited the website to search for hotel reservations and bookings increased during the Black Friday Cyber Sale.



MARGARITAVILLE
ISLAND RESERVE BY KARISMA

EXCLUSIVE
black friday
CYBER SALE

**ESCAPE TO PARADISE WITH OUR
BIGGEST DEAL OF THE YEAR**

Our Black Friday Cyber sale is on, bringing you our biggest deal of the year on stays at your favorite Margaritaville Island Reserve properties. Starting today, you can **save up to 50%** on escapes to Margaritaville Island Reserve Cap Cana, a 2022 Magellan Awards gold winner, Riviera Maya, and Riviera Cancun. You'll also enjoy **up to \$1,000 in resort credit*** to spend on-site during your getaway on experiences like amazing room upgrades, an array of spa services at the St. Somewhere Spa, breathtaking beachside candlelight dinners, and much more! Just book by December 6 and this unbeatable offer will be yours.

SAVE UP TO 50% + RESORT CREDIT* \$1,000

BOOK NOW

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