

MAILER:

McAlister's Deli

OBJECTIVE:

McAlister's Deli faced the challenge of increasing catering sales at targeted locations around the country.

SOLUTION:

eTargetMedia planned and executed a strategic email marketing campaign that targeted key decision makers at schools and local businesses who are responsible for catering their office meetings and events. eTargetMedia strategically selected professionals who are Office Managers and Department Heads because these professionals are the key decision makers when it comes to selecting the catering menu for their office parties, meetings, school events and more. The campaign was geo-targeted within a 5-mile radius around the Georgia, Alabama, Mississippi, and Michigan restaurant locations. The creative featured the deli's catering services as well as providing the benefits of ordering catering from the restaurant which included easy pick up, fast delivery and same day service.

OUTCOME:

The email marketing campaign was a very successful customer acquisition campaign. The email campaign generated an extremely high open rate, strong click through rate and increased catering orders at the targeted locations.



ORDER CATERING



It's officially back-to-school season, and what better way to celebrate than with fresh catering options for your next meeting or event? Enjoy our range of breakfast, lunch and snack options for groups of any size.

ORDER CATERING

YOU CHOOSE, WE CATER

 <p>PICK-UP</p> <p>You swing by, we'll load up. It's as easy as that.</p>	 <p>DELIVERY</p> <p>Let us deliver and setup, so you can keep your hands free for high-fives.</p>	 <p>SAME DAY</p> <p>Whatever your needs are, no one will know you pulled it off last minute.</p>
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