

**MAILER:**

Regus

**OBJECTIVE:**

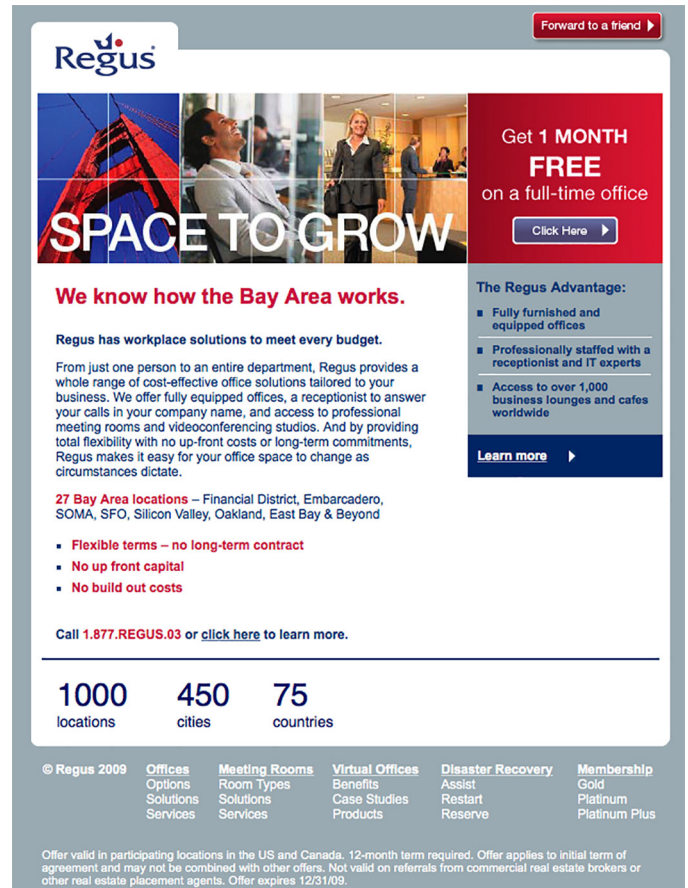
Regus faced the challenge of growing office workspace rentals of the Bay Area locations.

**SOLUTION:**

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of key decision makers in business services, finance, legal, tech and international business in the San Francisco DMA covering proximity to the eight Bay Area Regus locations. The offer was designed to educate business professionals to the benefits of the Regus office system, which includes a modern and professional office rental, a receptionist and IT professionals, access to meeting rooms and video conferencing, while offering flexibility with no contract for commitment. eTargetMedia strategically selected the high lists of B2B Executives, American New Businesses, and Small Office Home Office Business Professionals in order to present the offer to a highly qualified audience ideal for Regus office solutions.

**OUTCOME:**

The eTargetMedia email campaign resulted in above industry average open and click through rates, increased traffic as well engagement to the client site, increased awareness of Regus office solutions and ultimately increased sales for the Bay Area Regus locations of focus for the eTargetMedia promotion.



The screenshot shows an email campaign for Regus. At the top right is a "Forward to a friend" button. The main header features the Regus logo and a "SPACE TO GROW" banner with a "Click Here" button. Below this is a red box offering "Get 1 MONTH FREE on a full-time office". The main body of the email includes the heading "We know how the Bay Area works." followed by a sub-heading "Regus has workplace solutions to meet every budget." and a paragraph describing their services. A list of "27 Bay Area locations" is provided, along with three bullet points: "Flexible terms - no long-term contract", "No up front capital", and "No build out costs". A call to action "Call 1.877.REGUS.03 or click here to learn more." is present. At the bottom, statistics are shown: "1000 locations", "450 cities", and "75 countries". A footer contains a copyright notice and a grid of service categories: Offices Options Solutions Services, Meeting Rooms Room Types Solutions Services, Virtual Offices Benefits Case Studies Products, Disaster Recovery Assist Restart Reserve, and Membership Gold Platinum Plus.

**Find out what eTargetMedia can do for your business.  
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