

MAILER:

SAS Shoes

OBJECTIVE:

SAS Shoes faced the challenge of increasing online sales, driving foot-traffic to their stores and promoting their Medicare-approved, diabetic-friendly shoes to seniors.

SOLUTION:

SAS Shoes wanted to promote their line of diabetic-friendly shoes to senior citizens who suffer from diabetes and orthopedic issues. eTargetMedia planned and executed a focused email marketing campaign that targeted adults over the age of 55 years old with household incomes \$55K+ per year who have expressed diabetic issues and/or orthopedic concerns. SAS Shoes expressed that some seniors prefer to try the shoes on in the store so the email marketing campaign was geo-targeted to zip codes surrounding SAS Shoes physical locations. The creative featured SAS Shoes' medicare-approved, diabetic friendly shoe collection as well as the benefits of wearing the shoes for healthy, happy feet. Strong call to actions led customers to Women's Diabetic Shoes, Men's Diabetic Shoes and to find a store for a free professional fitting.

OUTCOME:

The email marketing campaign had high open and click through rates and included value-added retargeting campaign deployments to the non-openers which resulted in excellent results.

Life feels good in
a pair of SAS Shoes.

SAS offers Medicare-approved, diabetic-friendly shoes designed with proper arch support, cushioning, and stability, helping you take the most important step toward healthy, happy feet.

Shop Women's Diabetic

Shop Men's Diabetic



Come see us at your local
SAS store for a free
professional fitting.

Find Your Store

Find out what eTargetMedia can do for your business.
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