

MAILER:

The Seaweed Bath Co.

OBJECTIVE:

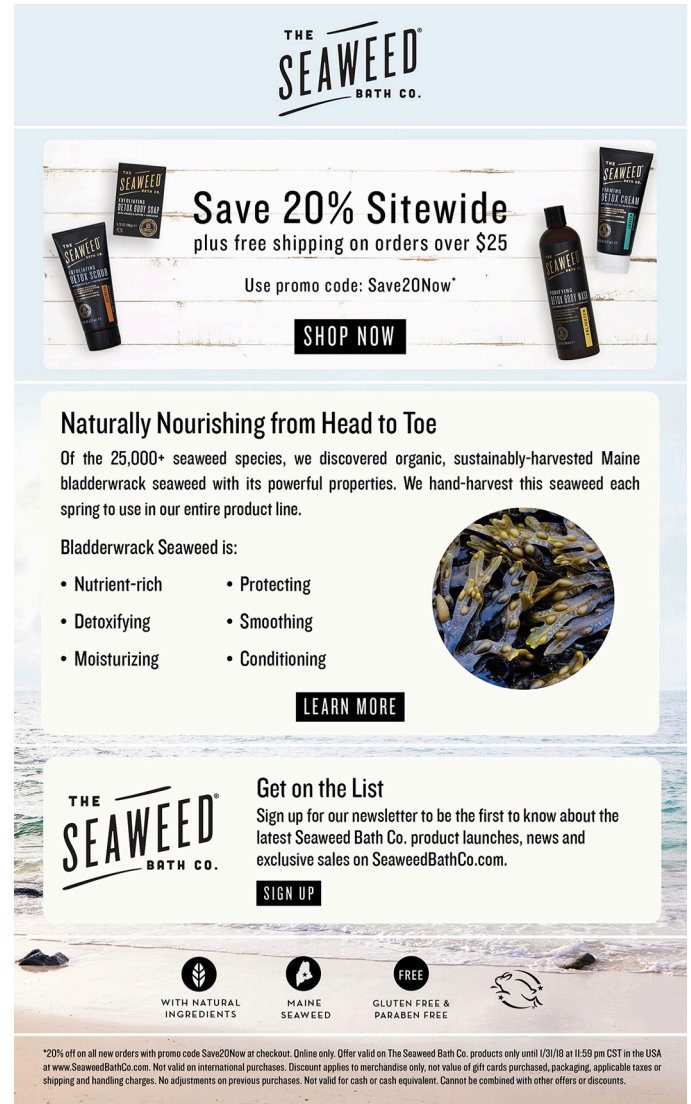
The Seaweed Bath Co. faced the challenge of increasing sales of its organic and natural bath, body and beauty products.

SOLUTION:

eTargetMedia executed a strategic email marketing campaign that reached environmentally conscious consumers who are dedicated to using organic, all-natural, and eco-friendly products including organic bath and beauty products. eTargetMedia strategically selected the Organic and Natural Living Enthusiasts file and skewed females between the ages of 25 to 45 years old who are green-minded individuals that are always on the hunt for new organic products to try. The campaign was geo-targeted to a US Nationwide audience and 250,000 value added records were deployed for a total mailing of over 1 million sends. A value added second wave mailing was also deployed to the non-openers of the first email drop. The creative featured a special 20% off sitewide discount plus free shipping on orders of over \$25 for consumers who used the special promo code on checkout.

OUTCOME:

The campaign generated a high open rate and a strong click through rate which resulted in a huge amount of traffic to the client's website.



THE SEAWEED BATH CO.

Save 20% Sitewide
plus free shipping on orders over \$25

Use promo code: Save2ONow*

SHOP NOW

Naturally Nourishing from Head to Toe

Of the 25,000+ seaweed species, we discovered organic, sustainably-harvested Maine bladderwrack seaweed with its powerful properties. We hand-harvest this seaweed each spring to use in our entire product line.

Bladderwrack Seaweed is:

- Nutrient-rich
- Detoxifying
- Moisturizing
- Protecting
- Smoothing
- Conditioning

LEARN MORE

THE SEAWEED BATH CO.

Get on the List

Sign up for our newsletter to be the first to know about the latest Seaweed Bath Co. product launches, news and exclusive sales on SeaweedBathCo.com.

SIGN UP

WITH NATURAL INGREDIENTS MAINE SEAWEED FREE GLUTEN FREE & PARABEN FREE

*20% off on all new orders with promo code Save2ONow at checkout. Online only. Offer valid on The Seaweed Bath Co. products only until 10/31/18 at 11:59 pm CST in the USA at www.SeaweedBathCo.com. Not valid on international purchases. Discount applies to merchandise only, not value of gift cards purchased, packaging, applicable taxes or shipping and handling charges. No adjustments on previous purchases. Not valid for cash or cash equivalent. Cannot be combined with other offers or discounts.

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