

**MAILER:**

**Streamsong Resort**

**OBJECTIVE:**

Streamsong Resort faced the challenge of promoting their Stay + Play Golf Packages which offered a special rate for one night luxury accommodations and 18 holes of golf on their nationally ranked golf course.

**SOLUTION:**

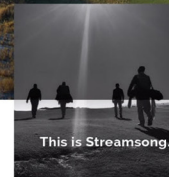
eTargetMedia implemented a strategic email marketing campaign that targeted upscale golfers who regularly travel around the world to play on the best golf courses and enjoy receiving offers to experience new golf destinations. eTargetMedia strategically selected the Avid Golfers file and targeted golf enthusiasts who are males, over the age of 25 with a household income of over \$100k per year. These avid golfers have a passion for their favorite sport and are eager to book golf travel packages that will let them explore a new golfing destination. The creative was designed to feature the Stay + Play Golf Packages with a special rate for golfers who called the reservations number to book the golf package.

**OUTCOME:**

The campaign was very successful and generated very high open and click through rates that exceeded industry averages. The golf resort also saw increased bookings and strong conversion rates for the Stay + Play Golf Packages as a direct result of the email campaign.



877-845-0185  



Words can't truly express what it's like here. The unusual terrain at Streamsong<sup>®</sup> is arresting, but it's the 54 magnificent holes of golf that will take your breath away. It's just you, your friends and the game you love. The way golf was meant to be.

**STAY + PLAY  
GOLF PACKAGES**  
Winter & Spring Packages  
Starting from **\$270\***

Per person, per night based on double occupancy. Rates vary seasonally and subject to change.

Our popular 18 Stay & Play package includes one night's luxury guestroom accommodations in the lakeside Lodge, 18 holes of walking golf on our nationally ranked Streamsong<sup>®</sup> Red or Streamsong<sup>®</sup> Blue and a complimentary 6-hole loop on the course of your choice.\*\* Also included is a full breakfast served in your choice of restaurants. To make your reservations or for more information on this and other golf packages available, please contact 877-845-0185

Ask about our exclusive Clubhouse Buyout for your golf group.

Call 877-845-0185 for reservations

WWW.STREAMSONGRESORT.COM

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