



Bitner Hennessy / Mainsail Development Electronic Newsletter Campaign

Challenge

Mainsail Development Group sought to increase customer traffic and attract new tenants to their newly constructed Alafaya Village retail center. Bitner/Hennessy was challenged to find a cost effective direct marketing vehicle to accomplish this task.

Strategy and Action

The Agency recommended a direct e-mail newsletter campaign using a database of current and past customers, as well as decision makers in the segmented market/zip code. The monthly e-newsletter features tenant news, event announcements and monthly specials.

Results

The developer has used this tool as an incentive to attract new tenants to the center, as well as positive marketing for the company. For the past year, the e-newsletter has allowed Mainsail to directly communicate with area residents and offered a detailed reporting system by providing information of which recipients followed what links, turned in coupons, etc., giving the client the ability to more effectively reach their customers.