



New Forest Hotels

Four idyllic Country House Hotels set in an area of outstanding natural beauty within The New Forest National Park

Challenge

New Forest Hotels required a precision targeted means of contacting their existing/potential customers with relevant offers and details of their services and accommodation.

Solution

ePrecision as a means to sending HTML e-newsletters in a timely and attractive manner.

<http://www.newforesthotels.co.uk>

Email Marketing Application | New Forest Hotels

Project Details

Engaging customers, generating website traffic and stimulating further calls to action was indicative for New Forest Hotels. The time sensitive nature of special offers and newsworthy information required a solution that would effectively deliver these messages.

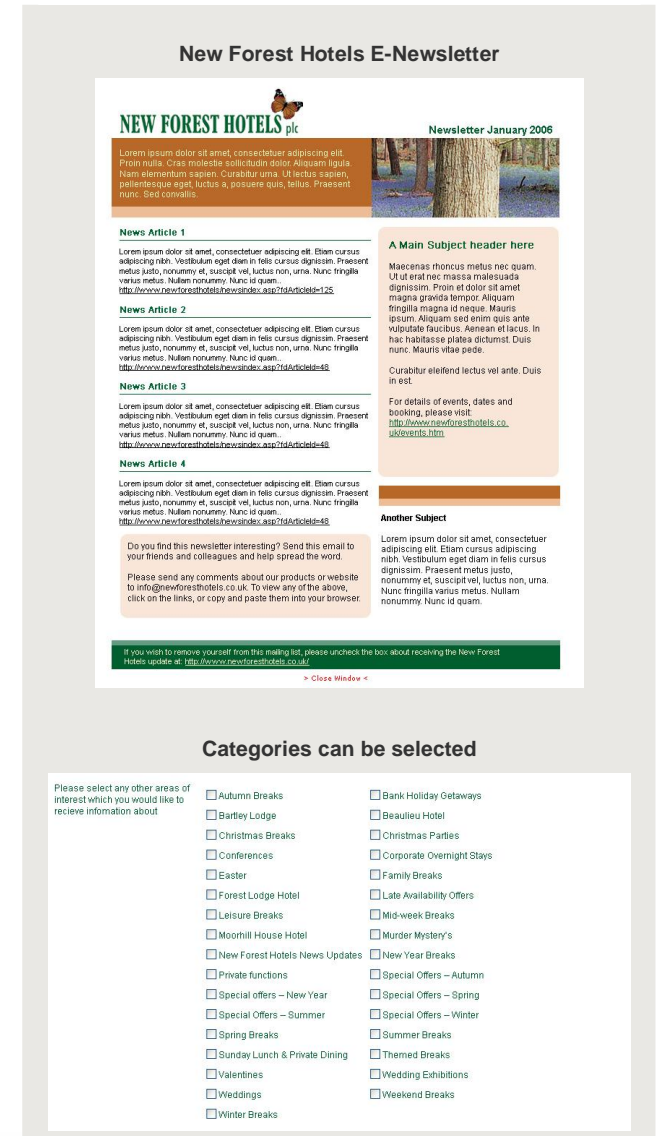
Rocktime developed HTML e-marketing newsletter templates for New Forest Hotels to add content and use to inform their customer database. The customized templates were designed in line with New Forest's branding to ensure synergy across all communications. Similar to Logic CMS the e-marketing application enables New Forest administrators to add/edit/delete newsworthy content to be sent to a pre selected database of recipients

The email structure itself is limited only to the template design and allows selected administrators to customise content on an ongoing basis, including imagery and links to specific pages within the parent website or indeed any other website.

Having collected an on-growing database of potentially interested customers it was possible for New Forest Hotels to send specific newsletters dealing with content applicable to individuals.

Individuals can be categorized through data enquiries, then defined in terms of the type of information they would be interested in receiving, for example, "short breaks." This has ensured relevancy of the message and communications to be tailored specifically to customers and categories.

Rocktime Case Study



Key Benefits

- Target potential and existing customers
- Send timely, attractive messages
- Cost effective
- Encourage customer loyalty
- Ability to segment to different markets
- Immediately track able results
- Drive traffic to website
- Generate revenue
- Send e-newsletters, e-zines, e-invites and e-promotions
- Ongoing communication tool
- Personalise communications

Project Features

The email marketing application has provided New Forest Hotels with an ongoing communication tool that offers complete control and management over content.

By categorising potential interested customers, it can be ensured that only relevant communications are sent to each individual. In addition categories and offers can be given expiry dates, meaning the system will intuitively disable items after a given period of time.

New Forest Hotels have been able to successfully send news items using innovative media to provide effective, measurable campaigns as part of their overall marketing strategy.

“We are very pleased with the email application that we are using alongside our website – through Rocktime. The whole look of the email application is very professional and branded in line with our website. The design and the database system is extremely user friendly. The best part is that it allows us to segment who we would like to promote to, enabling us to be more efficient with our internet marketing and to produce targeted communications”

Fiona Johnson
Group Sales & Marketing Manager,
New Forest Hotels PLC

