



Reaching a local audience is easy with personalised mail from Stannp.com

The Client

Founded in 1908, Stoke Park was the first Country Club and Hotel in the UK. They provide a unique combination of the traditions of an exclusive club and the best of today's sporting, leisure, entertaining and hotel facilities in one, in a beautiful 230-year-old building is set in 300 acres of parkland, lakes and gardens.

The Challenge

Stoke Park wanted to contact residents in specific postcodes with a special gym and health membership offer around Boodles Tennis week, with a very short lifespan on the offer.

Nick Downie, Head of Communications at Stoke Park; *"We wanted to put ourselves in front of new customers, with a special offer that was valid for only 10 days, to generate an immediate response."*

Stannp.com's Solution

Stannp.com's expert team used their postcode mapping software to select addresses in the specific postcodes that Stoke Park wanted to target, and then deduplicated the data against Stoke Park's membership database, to ensure the offer only went to non-members. Stannp then sent 4,000 personalised, double sided A5 postcards to these addresses on high quality 300gsm silk card.

The Result

The campaign cost Stoke Park just £1,360 in mid-June 2018.

Within a week of the campaign reaching households in the target postcodes Stoke Park had received 15 new bookings as a direct result of the campaign, delivering over £25,000 of additional business; a 1738% Return on Investment on the campaign!

Nick; *"15 new bookings from a single campaign is a great success, it was an amazing response. The campaign also saw some old members who had previously left re-joining too. It worked really well for us and we are planning to run another campaign soon."*



NO JOINING FEE!

CELEBRATING OUR BOODLES TENNIS EVENT, IF YOU JOIN STOKE PARK AS A HEALTH MEMBER BEFORE 30TH JUNE WE WILL WAIVE THE JOINING FEE!



If you would like come and visit our award-winning Gym, have a tour of the Club and find out more about this special offer, please contact the Membership team on 01753 71 71 79 or email membership@stokepark.com

Stoke Park, Park Road, Stoke Poges, Buckinghamshire SL2 4PG | www.stokepark.com

THE MANY BENEFITS OF JOINING THE CLUB!

As well as enjoying world class facilities, service and a fabulous social life, Stoke Park offers many benefits to being a member with us such as:

- 15% discount on all beverages in Humphry's, San Marco, The Orangery and The President's Bar.
- 10% discount on all food in Humphry's, San Marco, The Orangery and The President's Bar.
- Specially priced Member only menus in both the President's Bar and San Marco.
- 20% discount on all food and beverages in the Halfway House.
- 20% discount Monday - Friday and 10% Saturday - Sunday on all spa treatments and retreats at our multi award-winning spa.
- Preferential accommodation rates.
- A complimentary room upgrade on residential packages (subject to availability).
- A 5% discount on the final bill for any conference, golf day, wedding, or private function held at the Club (when booked directly with the Club)
- Receive double credit on their levy account for referring an adult member within 30 days of starting your membership.

T&C's apply | This special offer is only valid if a full years membership fee is paid on joining.

Return: Stoke Park, Park Road, Stoke Poges, Buckinghamshire, SL2 4PG

Delivered by
Royal Mail



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