

Case Study: The Angel Inn (Oct 2016)

Overview

The Angel Inn is a Hotel & Restaurant in Hetton Skipton.

Campaign

The campaign was to promote a special offer to its previous customers via a direct mail postcard campaign. The promotion was selling a 3 night package in Jan/Feb/Mar.

The hotel supplied a database 2700 contacts which Stannp.com cleaned and verified the data with its free internal algorithms.

Stannp.com dispatched A5 duplex colour postcards on 300gsm paper.

The campaign was dispatched on 1st November and landed on the doormat 2 working days later.

Cost:

2,700 cards @ 41p = £1,107 + VAT

Campaign break even = 4 sales

Results

Sales achieved = 57 sales

Total Revenue = £24,000+

Client Comments

"The response has been so good that we have run the same campaign to a further 2500 contacts whose last stay was 2011 – 2013 and we have reached 57 sales which should gross £24000 less the cost of sending the offer plus give-aways within the offer

I am absolutely delighted and will certainly be using again, especially for Christmas menu's etc "

*Pascal Watkins
The Angel at Hetton*



Winter Warmer Offer

Dear Dr Zermansky,

We hope you are well and that you are enjoying some fine Autumn walks in swathes of colour!

As we look forward to the New Year we would like to invite you to join us and snuggle, in front of our roaring fires and enjoy some fine Yorkshire hospitality.

We would like to give you this exclusive offer -

Stay 2 nights for £175.00 Dinner Bed and Breakfast per night and receive the 3rd night's Bed and Breakfast for free!
Also receive a complimentary bottle of Prosecco in the room on the 1st night!

Available from the 2nd January 2017 to 31st March 2017 all week long, including Saturdays, excluding Valentines Day.
Offer only available until 30th November so book now to avoid disappointment.

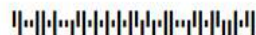
* Bookings that include a Saturday will be limited to a Studio room

Return: The Angel Inn, Hetton, Skipton, BD23 6LT

Delivered by



Dr Arnold Zermansky
43 The Fairway
Leeds
LS17 7PE



We wish you all the sentiments of the coming festive season, and hope to see you in the New Year!

Best wishes,
The Angel Inn

The Angel Inn Hetton Skipton
BD23 6LT 01756 730263



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