

CASE STUDY: 'PENINSULA HONG KONG E-NEWSLETTER'

CLIENT: HONG KONG & SHANGHAI HOTELS

Type of work: **Email Marketing**

Business objective: **Customer Communication / Lead Generation**

Client location: **Hong Kong**

Audience: **International**

Language: **English**



The Web Guru Factor

Recipients forwarded a large number of e-newsletters to their friends, and the subscription database grew by 30% in Q1 2004.

The Challenge

The Peninsula Hong Kong had collected a database of over 5,000 individuals, comprising previous guests and patrons of their food and beverage outlets. They wanted to communicate with these individuals to let them about news and promotions, and hopefully encourage further patronage.

Hong Kong & Shanghai Hotels commissioned Web Guru Asia to produce and distribute a quarterly e-newsletter that would be in keeping with the style and exclusivity of one of the world's most luxurious hotel chains.

The Solution

For this ongoing project, Web Guru Asia produces a quarterly e-newsletter following the four seasons: spring, summer, autumn and winter.

Each e-newsletter contains three promotions: two for the Peninsula Hong Kong's food and beverage outlets and one for rooms. By doing this we are able to cater to the various tastes and requirements of recipients, both in Hong Kong and internationally. E-newsletters also contain subscribe and unsubscribe functions, allowing recipients easily to manage their subscription profile.

In addition to producing and distributing the e-newsletters we provide comprehensive tracking reports, including delivery and click-through rates, to give a better understanding of recipients' interests and behaviour.

The Results

The Peninsula Hong Kong's e-newsletter has been well received by members of the database. Click-through rates have been consistently high, and we have recorded a large number of pass-alongs and new subscriptions. Indeed, the database grew by 30% in the first quarter of 2004.