



case study



Rocketseed Helps Build a Client Community for the Mount Nelson Hotel

1. Client

The Mount Nelson Hotel is one of the oldest and most prestigious luxury hotels in South Africa. It boasts many international awards and five star facilities for all types of visitors.

2. Goal

The Mount Nelson's goal is multi faceted; however a key aspect of the marketing strategy it to cross sells new offerings to known clients. In order to assist this, the Mount Nelson wishes to build a community of people interested in what the hotel has to offer.

3. Method

To build a community, Rocketseed uses two approaches; firstly enhanced day-to-day email, and secondly a monthly newsletter. These work in tandem to communicate the latest news for the upcoming month, which includes restaurant specials and guest chefs, special events, off-season specials and last minute offers. Both the enhanced email and the newsletter are designed to enable receivers to click on particular information, which will take them directly to more detail. This in return drives more traffic to the rest of the Mount Nelson website and provides the option for receivers to browse further.

4. Result

Rocketseed exposes The Mount Nelson to a targeted community of 2,764 people per month and achieves an engagement of 32%. From this, repeat business is generated as well as deep customer loyalty.

5. Client Comment

"This is an effective way for us to interact with our client database - through a simple click we are able to drive them to the relevant pages on our website reflecting news and offers from the hotel and we receive numerous enquiries as a result of the newsletter being distributed electronically."

Marketing Services, Mount Nelson Hotel

