



Rocketseed on ROI

case study

1. Client

The Vineyard Hotel & Spa is a four-star deluxe hotel situated in the luxurious suburb of Newlands, just 15 minutes away from the Cape Town city centre. It boasts three outstanding restaurants and a state of the art health and fitness centre.

2. The Goal

The goal of this campaign was to generate more bookings without a substantial increase in costs.

3. The Campaign

A Rocketseed bulkmail distribution was sent out to the hotel's database advertising the businessman's special.

A Rocketseed insert was appended to the everyday emails being sent from the Company.

No other advertising for this special was done.

4. The Result

The campaign generated 580 room nights booked giving the client R400 000 worth of revenue without any support from advertising.

5. Client Comments

" On the 1st of June we introduced a Businessman Special for 2 months through the website. Due to its success we extended it for a further 2 months and send out another Rocketseed campaign.

This campaign has been a huge success without any support from advertising and I would like to thank Rocketseed for their great input"

Stewart Banner, Sales & Marketing Executive

