



case study

# Rocketseed engages with end users

## 1. Client:

Sabi Sabi Private Game Reserve is situated in the world-renowned 65,000 hectare Sabi Sand Wildtuin in the southern section of the Kruger National Park.

They offer specially-trained, armed game rangers and trackers who take guests on safaris in open land rovers. They also provide walking trails where guests can learn about some 300 bird species and 200 animal species, including lion, leopard, rhino, buffalo, elephant and cheetah, tracked and followed off-road, deep into the African bushveld - a Nature Wonderland.

## 2. The Goal:

An e-based campaign was set up with a specific goal of generating interest in their 3 night package and free flight specials.

## 3. The Campaign:

This was a web based campaign only; email inserts promoting the specials were attached and sent on all of the Sabi Sabi's outgoing electronic communication with a click through for more information.

## 4. Result

In a three month period, using only the Rocketseed inserts, Sabi Sabi have managed to communicate their specials to more than 15,000 individuals and have managed to actively engage with 872 email recipients.

## 5. Client Comment

“By using Rocketseed in conjunction with our emails, we were able to market our specials to a large selection of potential clients, specifically to those abroad. This simple concept required no effort from our side yet created an awareness of our company and marketed our specials. It has been fantastic.”

Ann Lingard, Marketing Sabi Sabi

