

**Best Promotional Message – Direct Sale or Lead Gen Offer
Silver B2B
Landry & Kling – 7 Things Hotels Don’t Want You To Know**

Brand/Client Side Team:
Brad Nickel, Vincent Marottoli, Robert Wallace

Vendors/Agencies:
eGroup Communications

MarketingSherpa Summary – Why They Won:

The team at Landry & Kling, a cruise event-services company, knew that their best leads came when they got meeting planners on board a cruise ship for a “seminar-at-sea” to explain the advantages of ships as a meeting site. This email campaign pulled double-duty as an invitation/qualification channel for those seminars. Using an intriguing subject line (7 Things Hotels Don’t Want You to Know), educational copy, and a well-integrated landing page, thank you page and thank you email, the team generated a big response from a third-party list of event planners.

Over two sends, they achieved an average:

- o 13.98% unique open rate
- o 9.62% CTR
- o 4.22% conversion rate

From Their Nomination Form:

While almost all respondents were deemed qualified for a seminar-at-sea not all were interested in a program this year. However, six were deemed “hot” for immediate response. Group sizes ranged from 200-600. In addition, two respondents requested immediate proposals and two others requested contact later for possible programs in 2009/early 2010. The others were for 2010 and 2011.

[For the second send] most were deemed qualified with suitable group sizes. Three additional were deemed “hot” for immediate response with group size between 200 and 400.

Pssst...

7 Things Hotels Don't Want You to Know

Is the economy affecting your event strategy? There's no better time to consider cruising for your next event or incentive program. Here's why:

1. Cruising can **save you up to 40%** and still affords impeccable service, luxurious amenities and spacious rooms.
2. Cruise ships feature conference & meeting facilities rivaling those of hotels at no extra cost
3. Gourmet a la carte dining is included
4. Complimentary use of Audio/Visual equipment
5. Excellent return-on-investment compared to traditional hotel programs
6. Superior privacy and security
7. Top quality entertainment is always included



Click here to learn more and register to qualify for our Seminar-at-Sea.



LANDRY & KLING
CRUISE EVENT SERVICES

There's more to see



Register to Qualify for a Seminar-at-Sea*

We offer several Seminars-at-Sea throughout the year. You'll learn how Landry & Kling can help you create your best event ever at significant savings over traditional hotel programs.

LANDRY & KLING VIDEOS
What People Are Saying...



CLIA HALL of FAME AWARD
Landry & Kling 2009 Inductees

Please complete the form below.
All fields required.

Name

Company

Title

Email

Phone

Next open date for which you would consider a cruise

(mm/dd/yyyy)

Number of Participants

Submit

*Some restrictions apply. No SPAM. Your information will not be sold, shared or distributed to third parties. For more information refer to the [Landry & Kling Privacy Policy](#).



Pssst...

7 Things Hotels Don't Want You to Know

Why skimp on mouthwatering menus, breathtaking ocean views, superb service and more when you can have it all for less?

1. Cruising can save you up to 40% and still affords impeccable service, luxurious amenities and spacious rooms
2. Today's cruise ships feature conference and meeting facilities rivaling those of hotels at no extra cost
3. Gourmet, a la carte dining is included
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Step 1: Email Blast

Audience: To be sent to third-party event/meeting planners contact list.

Subject: 7 Things Hotels Don't Want You to Know

Pssst...

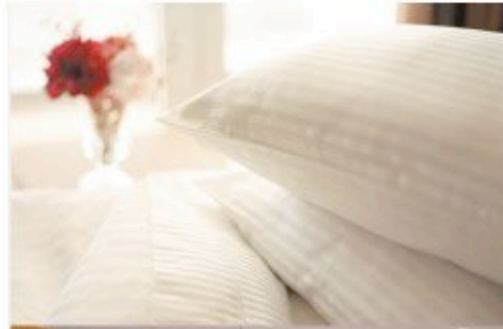
7 Things Hotels Don't Want You to Know

Is the economy affecting your event strategy? There's no better time to consider cruising for your next event or incentive program. Here's why:

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Click here to learn more and register to qualify for our Seminar-at-Sea.



LANDRY & KLING
CRUISE EVENT SERVICES

There's more to see

Step 2: Landing Page/Campaign Form

Description: Continues theme of eblast. Further information on L&K and the Seminar-at-Sea. Form to complete to qualify for seminar. Access to L&K video.

Form Data: Completed form data will be sent to marketing team for campaign tracking/CRM and then assigned to the L&K Sales Team for follow-up and seminar qualification.

Live link: <http://corporatecruises.com/pages/7-things.php>



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Step 3: Thank you page

Description: Thank you and further information about the Seminar-at-Sea, program qualifiers, reiteration that restrictions may apply, and notification that they may be contacted by a representative at L&K to further discuss/qualify.



Thank you for your submission and interest in a Landry & Kling Seminar-At-Sea. Space per each event is limited, however we do offer a number of seminars throughout the year. Our educational cruises for meeting and incentive planners include:

- One complimentary stateroom for you and your guest
- An onboard seminar on planning cruise events
- Tips on how to use a cruise experience to inspire, reward, drive attendance and save money.
- Plenty of time for fun, relaxation and networking with your industry peers.

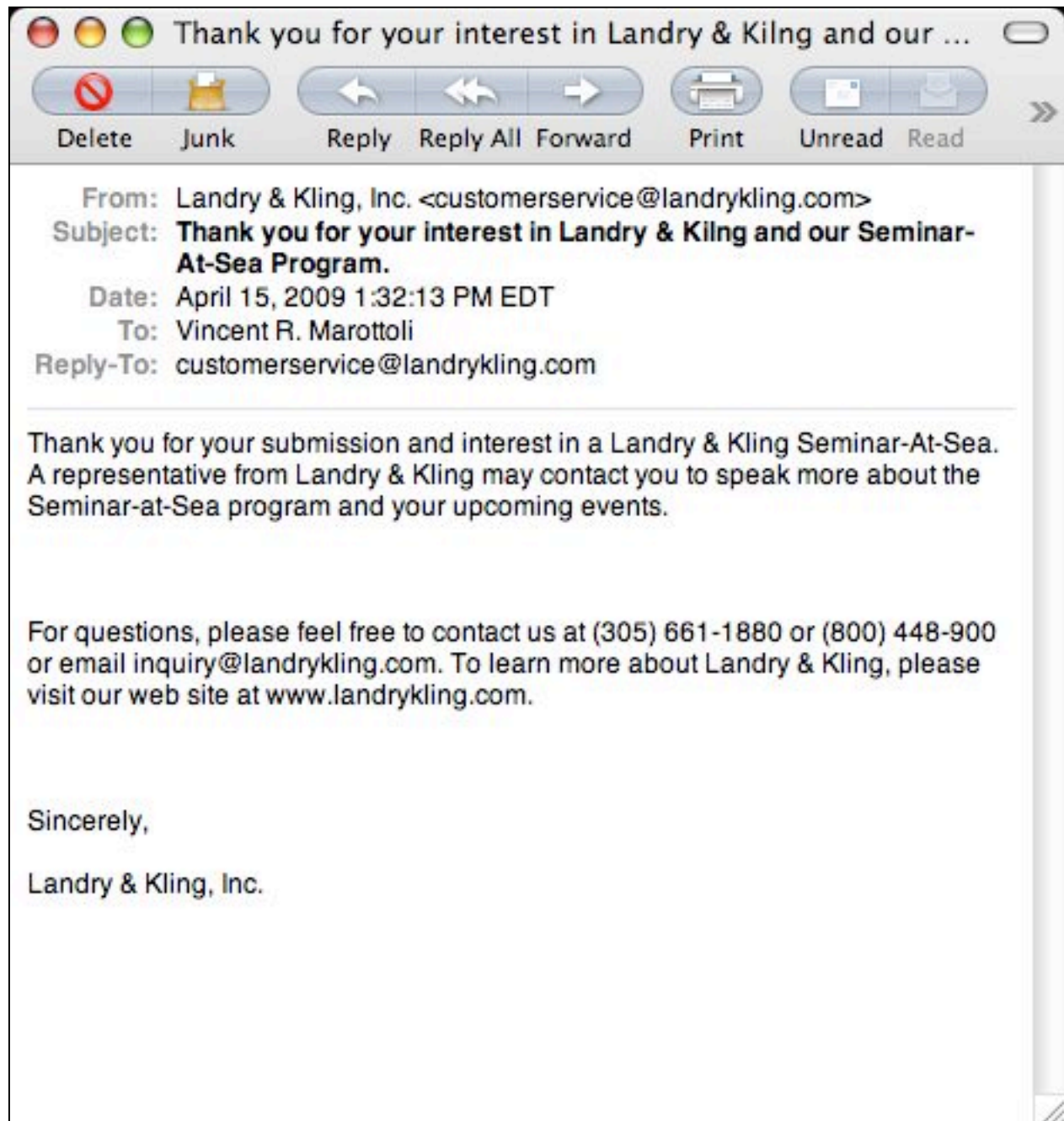
Please note that some restrictions apply. In order to qualify for this program, we ask that you meet the following criteria:

- You currently plan programs with a minimum of 100 rooms per night for 3 nights or more
- You have an open date within the next two years for which a site has not been selected
- You can provide a profile / history for your next open program that a site has not been selected

A representative from Landry & Kling may contact you to discuss the Seminar-at-Sea program as well as your upcoming event(s). To learn more about us, please visit our web site at LandryKling.com.

Step 4: Thank you email

Description: Thank you and reiteration that they may be contacted by a representative at L&K to further discuss.



Results:

First Send

Notes: Per our Email Service/List Provider, at the time it yielded the highest open rate in their history.

Goal: Lead generation

Incentive: Seminar-at-Sea (required further qualification by sales)

Send date: April 16, 2009 11:00AM

Audience Size: 25,895

Open rate: 16.30% (based on unique opens, not overall)

CTR: 11.30% (based on unique clicks, not total)

Conversion Rate: 3.35%

Results: While almost all respondents were deemed qualified for a seminar-at-sea not all were interested in a program this year. However, 6 were deemed "hot" for immediate response. Group sizes ranges from 200-600 pax. In addition 2 respondents requested immediate proposals and 2 others requested contact later for possible programs in 2009/early 2010. The others were for 2010 and 2011.

Second Send

Notes: Resend of same campaign, altered subject line to "7 Secrets Hotels Don't Want You to Know"

Goal: Lead generation

Incentive: Seminar-at-Sea (required further qualification by sales)

Send date: April 30, 2009 2:00PM EST

Open rate: 11.65% (based on uniques, not overall)

CTR: 7.94% (based on uniques, not total)

Conversion Rate: 5.08%

Results: Most were deemed qualified with suitable group sizes. 3 additional were deemed "hot" for immediate response with group size btwn 200 and 400 pax.