



THE ELVETHAM

HAMPSHIRE

Meetings and Events Marketing

Try Us For Size



Our proposition...



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The problem (opportunity)...

“We need marketing to generate some new
M&E enquiries...”

“Marketing doesn’t drive M&E enquiries,
sales does...”

“Event planners and bookers are too busy
and take no notice of marketing
campaigns...”

“M&E enquiries and revenue are all about
relationships, not e-shots...”



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The reality...



Marketing DOES have a BIG role to play in driving M&E enquiries and revenues!



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The solution...

A 360° marketing approach

Sales and marketing alignment = BOOM!

Engaging and eye catching creatives

Resonate with the target audience

Align with expectations



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The approach



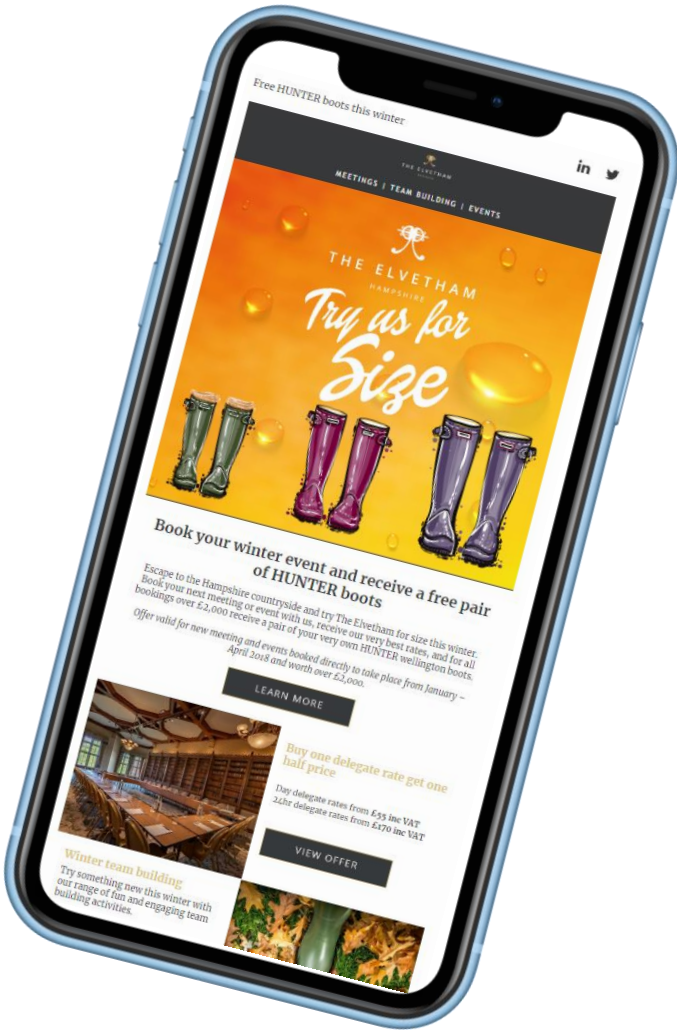
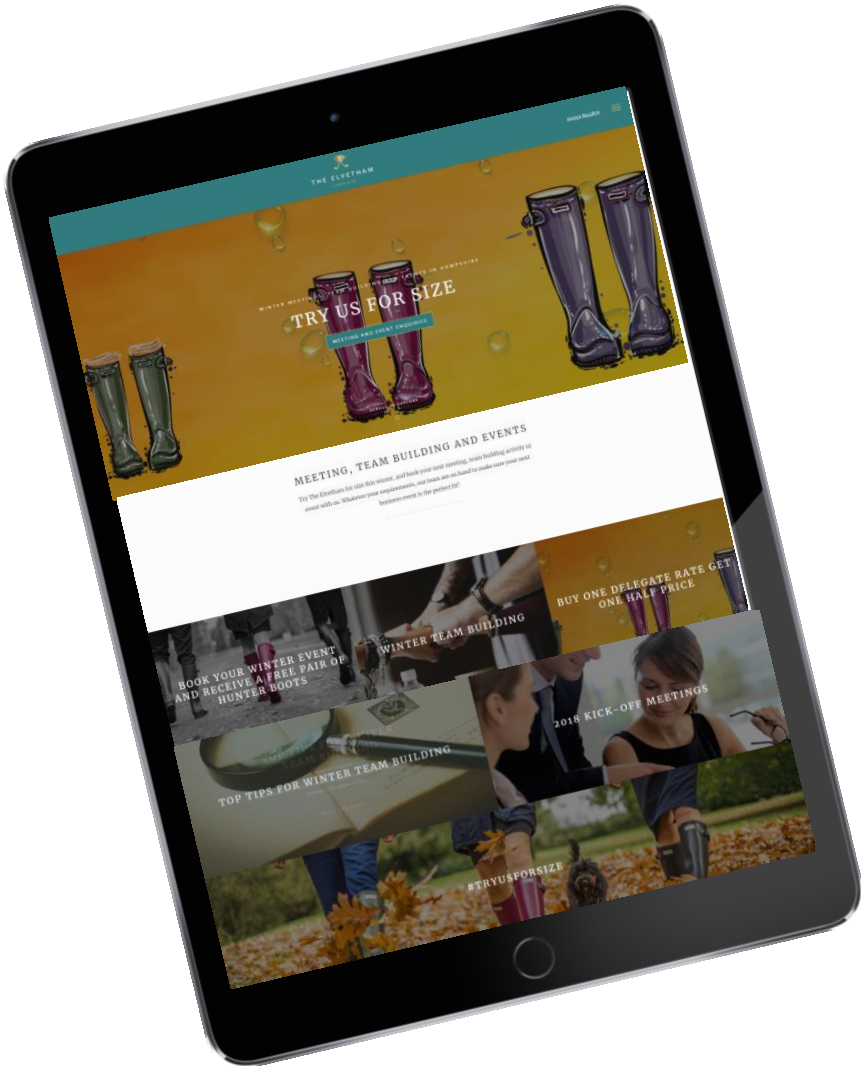
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Campaign activation



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The campaign



The campaign



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*Why not try us
on for size...*

**Book your winter event
and receive a free pair
of HUNTER boots**

Escape to the Hampshire countryside and try
The Elvetham for size this winter. Book your next
meeting or event with us, receive our very best rates,
and for all bookings over £2,000 receive a pair of your
very own HUNTER wellington boots!

Offer valid for new meeting and winter
teambuilding events booked to take place
from January - April 2018 and worth over £2,000

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#TryUsForSize

events@elvethamhotel.co.uk
01252 847 484
www.elvethamhotel.co.uk

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*Try us for
Size*

*Why not try us
on for size...*

**Buy one delegate rate
get one half price
this winter**

Day Delegate Rates
Main House - £65 inc VAT
Training & Development Centre - £55 inc VAT

24hr Delegate Rates
Main House - £180 inc VAT
Training & Development Centre - £170 inc VAT

Offer valid for new winter meetings booked
to take place from January - April 2018.

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The campaign




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The campaign




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The Elvetham, Hampshire
286 followers
11mo


There is still time to Try Us For Size with our very special delegate rate offers this winter. PLUS, receive a complimentary pair of HUNTER wellies on all bookings over £2,000. [...see more](#)



3 Likes

 Like  Comment

Organic impressions: 416 Impressions

Hide stats 

Organic stats ⓘ

Targeted to: All followers

416	3	1.44%	0
Impressions	Likes	Click-through rate	Comments



The Elvetham @ElvethamHotel

Book your **#meeting** or **#event** with us and **#TryUsForSize**, plus get a free pair of HUNTER wellies for all bookings over £2,000. **#eventprofs** <https://www.elvethamhotel.co.uk/try-us-for-size/> ... <pic.twitter.com/s2QzPokreJ>

Impressions	875
Total engagements	9
Media engagements	5
Likes	2
Retweets	1
Link clicks	1



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Kick-start your **#business** into 2018 with a **#meeting**, **#event** or **#teambuilding** activity at The Elvetham, Hampshire. Learn more about why you should **#TryUsForSize** here: <https://www.elvethamhotel.co.uk/try-us-for-size/> ... **#eventprofs** <pic.twitter.com/6MkAdbR1Fb>

Impressions	1,831
Total engagements	10
Media engagements	4
Retweets	3
Link clicks	2
Likes	1

The campaign



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The results

Campaign spend **£1,946**

5,106
e-marketing
opens

1,026
dedicated
webpage
views

19 sales
appointments

466 enquiries

**£121k
revenue**

ROI of **63:1**



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The results

Feedback...

"As an event agency we love increasing our product knowledge of our hotels and venues. The fact that The Elvetham is privately owned means they can really think outside of the box and we absolutely love seeing The Elvetham's marketing campaigns and look forward to seeing what they come up with next! We love collaborating with the team at The Elvetham and sharing these promotions with our clients."

Kim Cavilla, COO, Venues and Events International

"I just wanted to say that I just love your 'wellie' campaign, such fun and so refreshing to find a venue that is doing something different"

PA to Finance Director, Logistics Company



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The results

Almost more importantly...



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The results



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The results



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