

# Business

personal technology

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## Targeted e-mails a blast — and they deliver

*Company says hotel netted strong return for minimal outlay*

By EMILY KUMLER

REVIEW-JOURNAL

Targeted e-mail blasts may not replace TV ads or billboards anytime soon, but they are already a hit with some companies.

Just ask the folks at the IdeaWorks Studios, which used e-mail blasts showing a woman scantily dressed in a red leather "Satan's helper" outfit to advertise a "Sin Halloween" party and \$59-a-night room rates at the Hard Rock Hotel.

"Within the first four days of the last e-mail sent out, the Hard Rock made more than 20 times what it cost them to send out that one e-mail group," Jay Schwartz, president of local graphics design and marketing company

IdeaWorks, said.

Bethany Swain, Internet marketing manager for Hard Rock, agreed that the Halloween e-mail blast was well worth the ad campaign's cost.

"With the active specials we spend about \$1 per reservation made from one of the e-mails," she said. "We used to see people taking advantage of e-mail offers one-hundredth of a percent to one-tenth of a percent of the time; now two-tenths of a percent of the people who got an e-mail are making reservations," Swain said, adding that the number of people signing up to get on the Hard Rock's e-mail list has also increased.

The Hard Rock campaign was especially suited to e-mail blast advertising, Schwartz

said, explaining his design team knew many of its customers were looking for a flashy place to stay when they came to Las Vegas. But it was IdeaWork's job to get them to pick the Hard Rock.

"We worked with the Hard Rock's art director in developing the format," Schwartz said. "We could assume that the Hard Rock crowd would be more technically savvy so we could use Flash and other plug-ins because we could make the basic assumption that they would have broadband, that they would have a newer computer and that they would use it more frequently than, say, a Suncoast customer."

IdeaWork designed the  
▶ SEE BLAST PAGE 3D

**HARD ROCK**  
HOTEL & CASINO LAS VEGAS

**\$59**  
ROOM RATES  
SELECT DATES NOV & DEC

ELEGANT SIN  
HALLOWEEN PARTY  
OCTOBER 30th

TEARS FOR FEARS  
LIVE @ The Joint

**PLUS!!!**  
• LOVE JONES - FREE FEATHER TICKLER  
• CUBA LIBRE - HIT THE HOOKAH  
• FREE DESKTOPS

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