

CASE STUDY

MARKETING

OPPORTUNITY:

Hotels, restaurants, and premium food service businesses needed an inexpensive program to track, measure, and understand frequency, buying behavior, and a guest's experience at the brand level, while creating an effective and inexpensive vehicle to reach the customer on a regular basis in a way that is both unobtrusive and engaging.

SOLUTION:

MHC and its e-commerce partners developed a fully integrated e-commerce strategy to enable our current and potential customers the ability to learn about our brands online, purchase goods and services, make reservations, contact key individuals, and provide feedback on their experiences and expectations. This also included the ability to make instant updates to the sites without additional costs and the development of fully branded e-mail campaigns that rival anything created by large corporations.

THE RESULT:

Our brands use customer data in systems to create programs designed to their buying preferences. Using the data and the contact data they provide, we can stay top of mind and drive visits and revenue, along with created strong brand loyalty.

