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Case Study

Customer:

Finnstown Country House Hotel, Dublin

Objective:

1. To generate more business by giving every guest and visitor a memorable and storable, keep-sake card for their reference.
2. To win more business by using them proactively in other marketing activities.

Action:

Cards are:

- A. put on display in holders around the hotel.
- B. replenished daily in every room.
- C. used in mailings and attached to flyers on leaflet drops.
- D. given out in meetings.
- E. attached to every invoice and restaurant bill.

Result:

"The cards have been very effective in bringing us lots of new business. How do we know this? Because people have told us they've been given our card and existing customers keep coming back. They're a superb, low cost marketing tool which most businesses could benefit from".

Eoin Hickey Proprietor

Finnstown Country House Hotel



◆ *A beautiful place in a great location*
◆ *Golf Putting Course - Indoor Pool - Gym*
◆ *Superior Restaurant*
◆ *Ideal for Weekends, Conferences and Dinner Parties*

Finnstown Country House Hotel
Lucan, Co. Dublin
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