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— Stephen Robins,  
Rockwells Manager



## Local Restaurant Uses Email Marketing to Promote Live Entertainment

### Company

Rockwells American Restaurant

### Industry

Hospitality

### Challenge

Rockwells, a restaurant in Pelham, N.Y., features live comedy and music events. Musical acts have included the likes of former Dukes of Hazard star Tom Wopat.

To promote its popular entertainment offerings, the restaurant uses direct mail to generate interest in its events and increase foot traffic to its venue. But in an effort to cut down on postage and paper costs, the restaurant turned to using email to promote its comedy and music talent.

“We wanted to try something different, so we went with using email – so we don’t have to go to the Post Office and send out direct mail,” said Stephen Robins, Rockwells manager. “Email is the thing of the future.”

To help with its email push, Rockwells turned to Melissa Data for its Email Marketing Services. The easiest way to reach local residents and businesses is through targeted email advertisements.

### About Rockwells

Rockwells American Restaurant is located in Pelham, N.Y. The venue offers great food and popular comedy and entertainment acts.

Rockwells Restaurant  
105 Wolfs Lane  
Pelham, NY 10803

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### Solution

Melissa Data's Email Marketing Services offer email design and provide local email addresses as qualified leads, so you can better target your messages. Melissa Data also sends and tracks your email messages to monitor and optimize the campaign's success.

### Results

The restaurant emailed various announcements and special promotions to local residents – with successful results. "It's been pretty consistent, and we've had good openings," Robins said.

The restaurant experienced a 15 percent increase in sales for its comedy acts and music events, Robins noted. "[The emails] have been a big help," he said.

Robins added that they've had about 200 clicks to their website by using email as a promotional tool.

### About Melissa Data

Melissa Data is a leading provider of data quality, marketing, and mailing solutions. Melissa Data helps companies acquire and retain customers, validate and enhance data, improve marketing ROI, and save money on postage and mail processing. Since 1985, Melissa Data has helped companies like Mercury Insurance, Xerox, Disney, AAA, and Nestle improve customer communications.

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