

**BARS & NIGHTCLUBS:**  
**EMAIL MARKETING**  
**TO THE PARTY CROWD**

# BARS & NIGHTCLUBS: EMAIL MARKETING TO THE PARTY CROWD

## FOREWORD

“Always do sober what you said you’d do drunk. That will teach you to keep your mouth shut.” - Ernest Hemingway

The basic market essence of the bar and nightclub sector is one of extreme competition. Many urban and suburban areas in the United States are currently awash with a variety of bars and nightclubs to suit every age and income group. Each of these businesses is competing to attract a bigger crowd to its venue. Now that your patrons are turning to online communications at a rapidly expanding rate, the conventional promotional procedures of handing out flyers, pasting up posters all over town, placing advertisements in the city’s newspapers, and buying radio spots are no longer as effective as they once were.

Many bar & nightclub customers are affixed to their smartphones and other mobile web-enabled devices at a near constant clip, thus if you are not reaching them through that critical mode of communication, you are losing out on the single most effective marketing means at your disposal. To make an impact on these bar & nightclub prospects requires a thorough and integrated campaign of email and social media marketing.

It does not matter whether your bar or nightclub is a cozy corner joint, a massive rave party hub, or even part of a national franchise as is common in the United Kingdom. Email marketing is by far the most cost effective method to increase your visibility and engage a much broader audience than you may have thought possible. The Direct Marketing Association conducted an extensive survey of email marketing return on investment (ROI) in 2009 and found that for each one dollar invested in the process, an extremely impressive \$43.62 was returned. This rate cannot be matched by any other marketing approach, whether online or through traditional media.

With this power and reach available to every bar and nightclub owner or manager it is extremely surprising that just barely over one out of every ten venues are currently engaged in these means of promoting their businesses. The burgeoning number of your venue’s patrons that can be primarily reached via email have been left to this scant 11% of all bar and nightclub owners to reap, and thus gain the resounding benefits.

If you are one of this bare minority who has proven wise and savvy enough to embrace the countless advantages of email marketing, this guide can help you focus your campaign for maximum effectiveness. If you are one of the vast majority who does not promote their venue via email, then this report should certainly convince you of the lucrative profits you’re missing out on.

Curt Keller  
CEO  
Benchmark Email

## ► Introduction

This report, Bar & Nightclub: Email Marketing to The Party Crowd, was commissioned to analyze the current state of [email marketing](#) for the benefit of bar & nightclub business owners and managers. The conclusions in this report should assist the members of the bar & nightclub industry to improve their marketing and promotional efforts in the following ways:

1. Understanding how to structure and execute an email marketing campaign that will attract new customers while maintaining the loyalty and minimizing the alienation of existing ones.
2. Being able to understand and confront the considerable challenges of maintaining strict adherence to a tangled web of legislation and the varied standards of the bar & nightclub industry.
3. Identifying and interpreting the relevant facts and figures to gain perspective on the effectiveness of various approaches used by other bar & nightclub venue managers and owners nationwide.
4. Optimizing strategic email marketing campaigns tailored specifically for your bar & nightclub business.

An important series of recently published statistical studies was used to selectively gather the information contained in this report. The owners and managers of bar & nightclub enterprises across the United States and Canada were surveyed to assemble these studies. The data has been gleaned from all levels of the bar & nightclub industry including large, medium and small venues. The information acquired by this effort is available in the Bar & Nightclub Email Marketing Survey section.

The primary goal of this guide is to offer a series of questions that most bar or nightclub enterprises should be asking to ascertain the present state of their email marketing campaigns, with the intent to compile efficient solutions and improvements.

## Background

Although 24% of all bar & nightclub venues state they will be launching a campaign of online marketing in the future, a scant 11% of them are currently promoting their bar or nightclub via email marketing. A surprisingly large proportion consisting of 89% does not engage in email marketing at all at the present time and the greatest surprise is that 65% claim that they have no plans to do so in the foreseeable future.

The experienced and professional owners and managers of bars & nightclubs who have the ability to successfully implement a coherent email marketing campaign realize that in most cases it is their single best promotional vector. They have made the determination that one of their primary priorities is the job of collecting as many email addresses as can be derived. They are also aware that each email address must be collected with clear and indisputable permission to be placed on the subscription list. This email address collection process is usually achieved through these various methods:

- At the venue
- At concerts
- At community events
- At racing events
- At sports events
- By sponsoring little league and other local teams
- Via their website signup page
- From collaborative local businesses such as liquor stores and party stores



Many participating bar & nightclub venues are currently in the process of realizing that truly effective email and [social network marketing](#) is not a one-to-the-world broadcast as the conventional communications formats of newspaper, radio, and television advertising. Email marketing must take the shape of a very casually structured one-on-one chat in order to engage the customer for maximum efficiency and optimal results.

The 11% of bar & nightclub venues that are currently involved in email marketing are in the process of gaining a powerful advantage in their communities through their access to an entirely separate group of prospects than competitors still relying on the traditional standbys of newspaper, radio, and flyers. Email and social network marketing is where the bar & nightclub promotional market is heading, and it is an approach that merits thoughtful consideration by the owner or manager of both local and cosmopolitan venues.

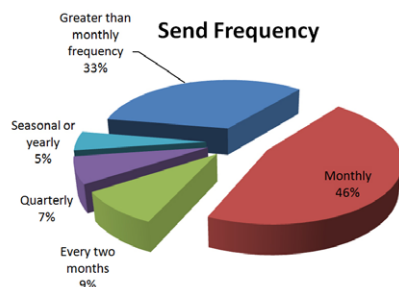
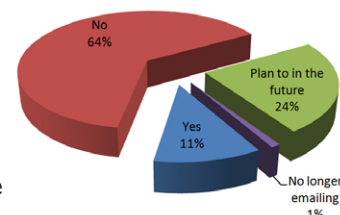
## ► Bar & Nightclub Email Marketing Statistics

This compendium of statistical data was derived from studies and surveys recently published by leading industry research sources. This data was combined and cross-referenced with the answers received as a result of the direct querying of bar & nightclub owners and managers.

### Bar & Nightclub Venues that Engage in Email Marketing

All of the statistical data shown following this graphic is garnered from bar & nightclub businesses throughout North America that replied about their status of email marketing campaigns. The percentage that currently engages in email marketing campaigns is a remarkably tiny 11%. However, it seems that a considerable percentage (24%) of bar & nightclub venue owners and managers realize a pressing need to launch their own email campaigns in the near future. The nature of the bar & nightclub business can be held responsible for the high percentage of venues that are not involved in email marketing campaigns and have no clear plans to launch any in the foreseeable future: Many bar & nightclub venues are small and independent, therefore the owners and managers may believe that they are not technologically equipped or have yet to reach the volume of customers that justifies the implementation of an email marketing campaign. It is probable that these owners and managers are simply unaware of the incomparable advantages that email marketing campaigns can supply.

Engage In Email Campaigns



### Bar & Nightclub Sending Frequency

46% of all bar & nightclub email newsletters and other related periodic content are issued on a monthly frequency. At nearly half of the total, this reflects the greatest proportion of email sends, with a frequency greater than monthly reported as a reasonable one third (33%) and longer frequencies taking up a total of 21%: 9% for every two months, 7% for quarterly frequencies, and 5% for seasonal or yearly sends.

### Bar & Nightclub Content Type

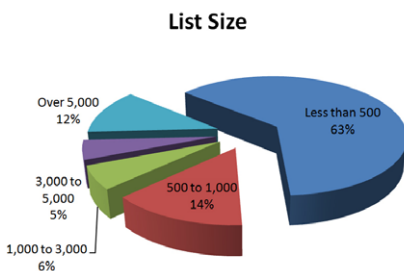
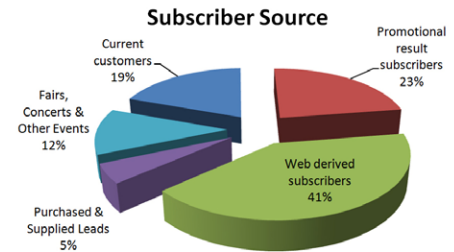
The type of [email newsletter](#) content that is set up to blend both informational aspects as well as the proposal of sales or different forms of discount coupons or vouchers accounted for nearly seven out of every ten (69%) bar & nightclub venue emails. Informational only emails were responsible for just a bare minimum of 4% of all newsletters. Emails that were essentially bereft of informational content and directly focused on sales and discount coupons accounted for nearly three out of ten at 27%.

Content Type



## How Bar & Nightclub Businesses Obtain Email Subscribers

Bar & nightclub venues seem to have a much leaner proportion of current customers on their email subscription lists when compared to industry averages. Only about one out of five (19%) of subscribers are patrons who have visited the venue, with fully 23% being subscribers enrolled through a series of promotions. The web was the strongest source and responsible for 41% of the subscriber entries, 5% were leads that were purchased or otherwise supplied, and various public events accounted for 12%.



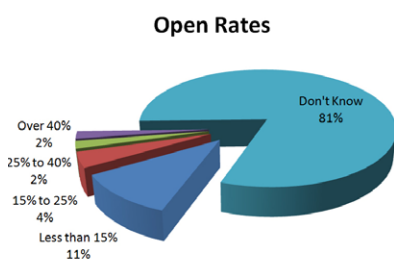
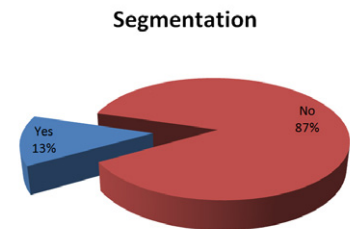
## Typical Bar & Nightclub Email Subscriber List Size

The nature of the bar & nightclub business is one that is primarily small, local, and fully independent. Although there are some venues that are extremely sizeable and can accommodate over a thousand patrons, there does not seem to be much penetration in the North American bar & nightclub business for franchise chain operations. The generally compact aspect of North American bars & nightclubs is clearly evident in the analysis of subscriber list size. Well

over three out of every five (63%) of all lists have less than 500 entries, with the balance of 37% being considerably larger lists: 500-1,000 is 14%; 1,000-3,000 is 6%; 3,000-5,000 is 5%; and 12% are over 5,000, which indicates that this level is achieved by the larger venues that constitute only a small percentage of the total.

## Bar & Nightclub List Segments

The value of segmentation seems to not be understood by nearly nine out of every ten bar & nightclub venue owners and managers. Only 13% actually obtain the marketing benefits of segmentation of their subscriber lists while an extremely elevated proportion of 87% email identical content to all of their subscribers.



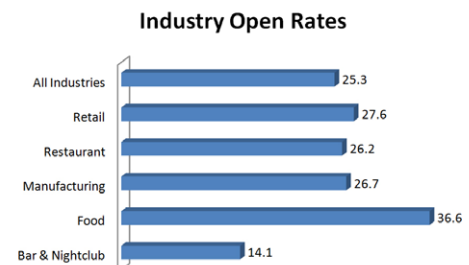
## Email Open Rates for Bar & Nightclub Campaigns

The owners and managers of the vast majority of bar & nightclub venues are not aware of how many of their emails are actually ever opened, and the 81% figure is certainly among the most elevated figures in any industry sector. With only 19% of all bar & nightclub interested enough to review their open rates, this figure demonstrates that there is ample room for educating venue owners and managers as to the value of these key email marketing campaign metrics.

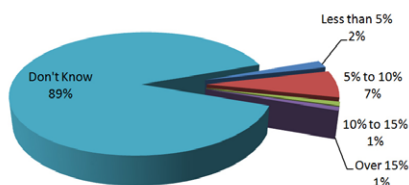
Of the less than one fifth of all bar & nightclub venues that did keep track of this critical metric, 2% reported that their opens were over 40%; 2% stated it was 25-40%; 4% admitting 15-25%, and 11% claiming that less than 15% of their emails were opened.

## Versus Industry Open Rates

The open rates stated by bar & nightclub venues (14.1%) are considerably below the medians claimed by other major industry sectors and surprisingly well below restaurants.



### Click-Through Rates



## Bar & Nightclub Subscriber Click-Through Rates

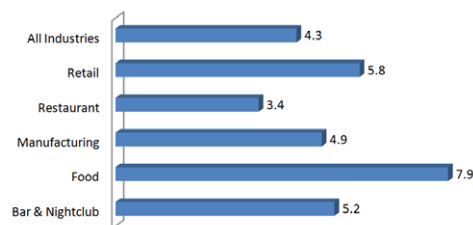
There are basic ways to track the [click-through rate](#) (CTR) of any email as long as it is not sent in plain text format. Due to the fact that a fundamental aspect of the formula for CTRs is the open rate, and an amazing over eight out of ten or 81% of all bar & nightclub venue owners and managers have no idea what that metric is for their campaigns, it then becomes not

too surprising that fully 89% are not aware of their CTRs, therefore cannot ascertain how their email campaigns are performing. Only 11% of all Bar & Nightclub venue owners or managers knew their CTRs, with 1% stating that they were getting more than 15%; 1% claiming 10-15%; 7% receiving 5-10%; and 2% reporting that their CTR is less than 5%.

## Versus Industry Click-Through Rates

The CTR of bar & nightclub venues seems to be a bit above average for the other industry sectors but that can be attributed to the tiny sampling of businesses that actually do track this metric.

### Industry Click-Through Rates



## Bar & Nightclub Email Marketing Goals

Whether you operate a small, cozy neighborhood bar or pub or find yourself at the other end of the scale and run an Ibiza style massive “rave scene” nightclub that can easily accommodate thousands of patrons at once, your email marketing strategy should be particularly designed to drive customers to your venue by attracting brand new fun seekers as well as informing and entertaining your current customers to encourage repeat business.

### Short Term Goals

A coherent email marketing campaign that is expertly implemented to meet the requirements of your bar & nightclub venue as well as your own individual preferences can produce these types of results over the short term:

- Customer participation
- Encourage larger groups to visit
- Extend online presence & authority
- Location recognition
- Same quarter sales
- Word of mouth

### Long Term Goals

Over the longer term, bar & nightclub venues can anticipate that mounting a professionally implemented and fully-featured email marketing campaign will produce:

- Facility loyalty
- Gaining competitive advantage in the region
- Higher traffic for a broader range (booked and/or closed parties, anniversaries, etc.)



- Increased cooperation from suppliers & related business (liquor, food, party, sporting stores)
- Online authority translating to local market leadership
- Year on year sales

A long term email campaign conducted with tact and sensitivity is your venture's most advantageous opportunity to derive positive financial results from your online promotional budget. Committing to a campaign over this extended period of time requires a considerable investment in energy, manpower, and resources. So if you are considering launching a campaign without professional assistance, it is not a step to be considered lightly. When you are ready to make the commitment to email marketing over the long haul, there are a number of highly significant factors that must be taken under careful consideration.

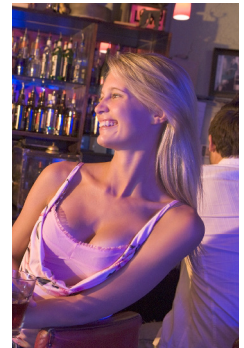
## Implementation

Email marketing differs significantly from the traditional Yellow Pages listing or discount drink voucher ad in the local newspaper. In conventional media, any advertising liability that is created by the ad placement is essentially only limited to whether the claims that are found in the copy are verifiable and factual. If the ad copy passes that test, then the advertiser need not fear the meeting of any further legal qualifications. When email marketing campaigns are scrutinized from a legal standpoint, it is discovered that there are actually two different sets of legal criteria that have to be satisfied: federal and state laws, as well as bar & nightclub industry self-regulatory standards. If either of these regulation restrictions are not met, the result can be serious legal problems for any bar & nightclub business that has violated the legislation.

## Compliance

You might generally not give it a second thought when a customer hands you their business card or fills out a contact form. It seems second nature to simply go over to your office computer and enter their email address into your newsletter subscription list. You might feel justified that since you had a face to face encounter with the customer when they were on your premises and they handed you the card or filled out the form of their own free will, they have essentially consented to receive your emailings. Unfortunately that misconception would be a violation of both governmental and industry standards.

The applicable regulatory standards and government legislation states that absolutely direct approval must be gleaned from the client to send your emails, and that approval should be permanently stored on your computer record systems for any future audit. If you fail to do so, you are prohibited by law to place any of the customer's information on your email campaign subscription list. Managers and owners who are under the misunderstanding that these laws in some way do not apply to them should note that the legal penalties for violation can be so overwhelming as to cripple a bar or nightclub's business.



## CAN-SPAM Must Be Observed

United States [CAN-SPAM](#) legislation is very strict in determining the extent of the proper approval by a customer to be included on any venue's subscription list. CAN-SPAM is a legislative act based on the ability of a prospect to opt-out from your list. It defends the right of any subscriber to be deleted from your email list at their first request. The best practice standards of email marketing avoid any violation of the CAN-SPAM Act by confirming that irrefutable permission is obtained from all your customers before placing a single byte of their data onto your subscription list. Violating the CAN-SPAM legislation can lead to very severe penalties that any manager or owner must try to avoid at all costs.

## Unsubscriber Facilitation

If at any time your prospect informs you that it is their desire to leave your subscription list, your bar or nightclub business must ensure that the customer's unsubscribe procedure is simple to enact, readily available, and totally effective the first time around. Each unsubscribe demand must be acted upon swiftly as federal law is unequivocal about the fines and other penalties that can be levied to violating companies that render unsubscribing from their subscription lists difficult or even impossible.

## Bouncing Email Control

Emails that cannot be directly delivered are returned to the sender, which in email parlance is called a "bounce." These functions are executed by an integral internet program known as a Mailer Daemon. The two different ways that emails are bounced back are known as either soft or hard bounces. Both types demand some type of action on the part of the sender. Soft bounces can usually be set to be resent but careful attention must be paid on the specific reason why they are returned. That information can indicate a situation on your prospect's inbox side that may have to be rectified through other means of communication. The act of resending an email to an address that has already been notified to you as a hard bounce is a grievous error. Resending to hard bounce addresses can swiftly trigger a highly unfortunate situation where the rest of your ongoing emails may be treated by a number of the major ISPs at various nodes along the internet as if they had been sent by a known blacklisted spamming organization. Such an identification of your bar or nightclub venue as a spamming business can do massive damage to your online reputation, which will make the sending of any future emails extremely difficult.

## Privacy Policy

If you do not have a custom-composed and directly relevant privacy policy, your bar and/or nightclub may be subject to serious liability under the law. Your privacy policy cannot be simply copied from the website of a competitor as it must be drafted specifically to suit your venue's particulars. To avoid legal problems that can turn out to be extremely complex and expensive, you should consult your business attorney to have an accurate and appropriate privacy policy drafted that adequately covers all of your online activities.

## Proper List Segmentation

Segmentation allows you to stratify your email subscription list according to a variety of lifecycle, demographic, psychographic, and behavior patterns. By performing this form of analytical process on your subscriber base and thereby developing particular content for each section of your list, you will be able to more accurately appeal to the individual's needs and discover that the type of refreshments, entertainment, atmosphere, hours, and other bar & nightclub elements that your prospects are likely to prefer may be considerably easier to ascertain.



## Ongoing Content Testing

It is insufficient to structure your email newsletter content solely on a belief, feeling, or hunch of what appeals to each individual segment of your email subscription list. You are strongly advised to engage in a sequence of what are known as A/B tests. This requires sending out content particularly designed to appeal to specific strata on your email list. Then test small samples in order to determine the types of replies that are received. By comprehensive and longterm A/B testing, you will focus your marketing strategy to best suit your venue customers' needs.



## Obtaining the Prospect's Data

In the bar & nightclub business it goes without saying that no customer wants to divulge significant amounts of personal information unless they believe it is absolutely necessary. A delicate balance must be achieved in gleaning as much of this data as possible without alienating your customers and driving them to your “less nosy” competition. It is recommended that you state clearly and repeatedly that their personal information will be kept in a thoroughly secure manner and that it will not be traded, sold or bartered to any third parties at any time. As you are able to continue to build your subscriber information database, you will discover that your segmentation activities will continue to improve in accuracy and precision, allowing you to serve your customers’ preferences and requirements to a greater degree.

## Analyzing the Prospect's Behavior

Open & click-through rates are excellent indicators of subscribers’ overall behavior, which they display at the time that they receive your emails. Some subscribers stubbornly refuse to open your emails at all - which can lead you to wonder why they subscribed in the first place. Continuing to send emails to these subscribers are essentially wasted sends, so you should feel free to prune these individuals from your subscription list as repeated email sending will have little positive effect. Some other prospects open and read your emails but consistently fail to follow up with a click-through. It is advised that these clients should be kept on your subscription list. The reality that they are reading your email newsletters is significant and can lead to their future patronage of your bar or nightclub. Then there are the clients who both read and click through to your web pages: these are the most desirable prospects and should be duly valued. The information that you may gather by analyzing your subscribers’ behavior patterns can be invaluable in determining ongoing marketing strategies.

## Good Email Practices

A broad spectrum of industry standard good practices should form the basis of your email campaigns. [Subject lines](#) should be meticulously composed to ensure that the reader is provided with more than enough incentive to open and read the email. You should implement multiple landing pages that contain varied but highly targeted content in order to assist with your segmentation activities and A/B testing.

## Email Metrics

The statistical data integrated into this guide demonstrates that nearly nine out of every ten of all bar & nightclub business owners and managers who are engaged in email marketing were not even aware of what their click-through rate was, and over four out of every five did not have the statistics for their critical open rates. This regrettable shortcoming in knowing and understanding the most critical [email metrics](#) when carrying out marketing campaigns is a serious failure. Without the comprehension of this data, the business manager or owner does not have the capability to analyze the performance of their online marketing and promotional campaign.

## ► Benchmark as Your Venue's Email Marketing Solution

### Refresh Your Email Campaign Strategies Swiftly & Thoroughly

You can have your bar or nightclub business benefit from a collaboration with the trusted industry pros at Benchmark Email to efficiently and cost-effectively reach out to your venue’s customers. Benchmark Email is widely acknowledged as one of the most professional email service providers (ESPs) in the country: counted upon by well over 73,000 satisfied individuals and companies. Based on a solid foundation of many years of professional accomplishment in adhering to the online marketing requirements of bar & nightclub businesses, Benchmark Email is proposing



a comprehensive and complete [Bar & Nightclub Email Marketing Solution](#) that is able to ensure that your properly integrated email & social media marketing efforts are wholly achieved.

Return on Investment (ROI) is one of the most significant highlight metrics of any email promotional process. Benchmark Email's award-winning software features incorporate a simple, straightforward online interface with the most advanced email promotional and social media characteristics to maximize ROI. The sum of these sector specific facilities can act to boost your business at a surprisingly affordable price. Engage your customers through Benchmark Email's state of the art solution and realize the true value of what email marketing can be!

## Select to Have Benchmark Email's Top Marketing Pros Do the Task for You

The savvy bar or nightclub manager or owner must understand when it is best to subcontract work to professional, knowledgeable, and trusted staff. In a similar mode, you might prefer to consider the adoption of an autopilot approach to your email promotional campaigns via the delegation of the task to the masterful online marketing experts at Benchmark Email. Your business can witness positive and lucrative results by participating in the [We Do It for You Full Service Email Marketing](#) offer, where the expert professionals at Benchmark Email carry out the functions of your own personal email communications staff. To obtain these technologically refined capabilities, all you have to do is send in your current subscription list along with a definition of the prime elements you wish to promote in your email campaign, and the professional Benchmark Email experts will launch your campaign quickly and successfully.

The email and social network marketing pros at Benchmark Email will harness the most powerful procedures available in order to successfully meet or even exceed your stated goals. They will offer custom-tailored templates that incorporate relevant and exciting graphics and integrate the capability to be accurately shown on the biggest PC monitor to the smallest portable device screen. You will be able to easily comprehend Benchmark Email's [Real Time Email Reports](#) that present you with a simple, straightforward method to get a complete perspective of all the most relevant historical and current email marketing performance metrics. These metrics can lead you to an effective determination of how your online email campaign is advancing at each and every step in the process. Your email and social media concierges will make sure that your company is clearly highlighted on the most frequented social networks by exercising a wide range of facilitations and placements including posting your latest email message links on your bar or nightclub's Twitter account!



Benchmark Email's capable promotional and communications professionals will direct every step of up to two totally separate email marketing and promotional campaigns on your behalf. If you desire to administer additional campaigns running concurrently, these are available to you at a very low surcharge. The considerable spectrum of their possibilities covers every phase of your email campaign, including segmenting and refining your subscription list to your precise specifications; implementing auto-respond routines to supply instant replies to your clients 24 hours a day; and via the establishment of customer feedback channels, they can compile a complete customer survey as well as compose and define customized polls that will supply you with the prospect information you require to accurately target your promotional bar or nightclub campaign.

## ► Industry Standard Features

Whether you choose Benchmark Email's Do It Yourself or the We Do It for You service, your venue will obtain benefits from these effective features:

**Advanced Message Scheduling** - Your communications may be set up to go out at any time you prefer in the future, regardless of the date and time deemed to be the best by your customers. By harnessing highly sophisticated

[autoresponders](#), Benchmark Email presents you with the capability to schedule a sequence of countdown timers. These timers can be triggered with particular occurrences such as the date of the initial subscription, the renewal dates, the customer's birthdate, or any other anniversary.

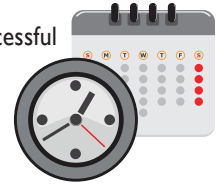
**Comprehensive Video Integration** - Benchmark Email offers an exclusive [video email](#) process that provides for video content of any duration relevant to your bar or nightclub's newest specials, events, innovations, or updates. All can be easily delivered to your clients while maintaining file sizes to an absolute minimum.



**Contact List Management** - As the volume of your subscribers continues to expand, it becomes a significantly more time-consuming job to ensure that each entry is up to date and accurate. Benchmark Email's [list management tools](#) help you in the work of expanding, segmenting, and streamlining all of your subscription lists so that you can specify groups established on a series of demographic, behavior, and lifecycle qualifications.

**Creating & Focusing Campaigns** - In an extremely competitive area such as the bar & nightclub scene, your venue must market itself with the highest possible efficiency. Benchmark Email offers services of such elevated and advanced flexibility, capability, and consistency that any form or extent of [online marketing](#) is currently within your reach.

**Delivery Assurance** - Over the years it has been in business, Benchmark Email has advanced successful relationships with all the leading Internet Service Providers in order to ensure that the [delivery rate](#) achieved is equal to or better than any other ESP. The base of this reciprocity is Benchmark Email's steadfast commitment to exceedingly strict compliance to email marketing best practices as well as the implementation of extensive anti-spam precautions.



**Expertise & Technology** - The engineering of Benchmark Email's computerized infrastructure is secure and at the head of the pack, facilitating control over each phase of the delivery of your email campaign. This computer hardware and software technological mastery warrants that any type of email from HTML to video to plain ASCII text will be securely and swiftly delivered to your customer's inbox.

**Full Tracking Reports Incorporating Visual Graphs** - Benchmark Email's exhaustive [email tracking reports](#) proffer an easily comprehensible graphic illustration of all your email campaign's results. Each data grouping is also explained in simple language without resorting to technical jargon. You'll be able to grasp exactly how your campaign is performing with a very swift review.

**High Volume Plans** - Every type of bar & nightclub business gets our most successful and advanced services and features. Should your venue require over 100,000 emails per month, our [heavy volume plans](#) offer a heightened delivery performance precisely suited to your high email sends.

**Polls & Surveys** - Benchmark's advanced [polling and surveying tools](#) allow you to target your whole campaign according to the needs of your prospects and customers. By developing a customized range of client participation forms, your venue's promotional goals can be fulfilled with tact and precision.

**Social Media Tools** - It is the habitual custom of many bar & nightclub businesses to collect email addresses directly from the client at the venue or at a number of other events or locations. Unfortunately, many managers are not taking full advantage of their social media strategies for subscription list compilation to the largest extent possible. Benchmark Email can provide consistent [social network integration](#) on leading sites such as Twitter and Facebook to ensure that your marketing message will be shared and "Liked" among the social cliques and circles of your subscription clients.



**Templates** - Benchmark Email is able to offer hundreds of very specialized [HTML email templates](#) that are quickly customizable to accurately reflect any nightclub venue's marketing needs. The programming and graphics professionals at Benchmark Email can reconfigure any of these templates to ensure a precise fit, and even concoct a customized template for your unique use if you desire.

## ► Benchmark Email Understands Your Bar & Nightclub Business

Reaching an elevated level of success in a bar or nightclub email and [social media promotional campaign](#) has to take into meticulous consideration a wide range of aspects. Benchmark Email has a wealth of professional expertise in activating email marketing campaigns to precisely suit the marketing methods of your customer email address collection procedures:

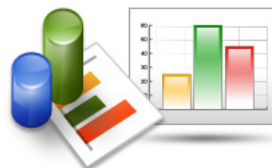
- Community involvement and volunteering
- Concerts, sports and other mass events
- Holiday promotions
- Local and regional promotions
- Promoting word of mouth
- Mixology events
- Dance classes
- “Buzz” enhancements
- Supplier co-ops
- Sweepstakes and contests
- Team sponsorships



## Results

Just a portion of the beneficial traffic-related results that bar & nightclub venues can profit from when taking advantage of the complete spectrum of Benchmark services include:

- Cost / Benefit analysis
- Ease of information exchange
- Professional liaison
- Quick launch
- Scalability
- Sustainability



## ► Explore How Your Bar & Nightclub Venue Can Profit from Benchmark Email's Services

By offering a synchronized and complementary set of service packages designed to meet the needs of your venue, Benchmark Email can launch into action a sequence of state of the art functions that will noticeably boost the power and reach of your [email marketing campaigns](#). Select the option most suitable for your time, resource, and budget constraints: the Do It Yourself package is a fully featured, pliable, and vastly capable service while the We Do It for You package encompasses every activity required for email marketing campaign success and places it in the care of professional online marketing concierges.

When you're ready to open the doors and let that long line into your venue, you will be glad that you entrusted Benchmark Email's Bar & Nightclub Email Marketing Services with the critical task of handling your email and social promotional campaigns. Your customers are waiting for you to reach them online with exciting news of how they can have the most fun tonight at your venue!

## ► About Benchmark Email

Take powerful features by the dozen, sophisticated list management, hundreds of email templates, ultra-precise reports and dazzling email and video email. Now, package all that together for an extremely affordable price. Sound appealing? That's us.

There's a reason—or 100—that more than 73,000 users trust us with their email marketing campaigns. With a second-to-none feature set, headache-free tools that make every campaign a snap and extremely reasonable price plans, we're the email marketing service for businesses of all shapes and sizes.

At Benchmark, we're more than email marketing experts, we're innovators. Our main aim is to perfect our email marketing service, but we also follow social networking, search engine optimization (SEO) and Web 2.0 just so our 100% Web-based software is completely compatible with the ever-changing Internet world.

No other service gives you this robust, standard range of features for just \$9.95 a month to start. Find out for yourself by enrolling in our free, 30 day trial at [www.benchmarkemail.com/register](http://www.benchmarkemail.com/register).

## CONTACT US

### ► Contact Benchmark Email

We welcome your feedback and would love to talk with you about your email marketing needs. Please contact us at the addresses below.

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**Call:** 800.430.4095

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