GrabOne Debrief Report
7 September – 18 November 2023

Overview:

The GrabOne campaign in Silverdale, running from 7th September to 30th November 2023, aimed to promote local businesses and attract customers through exclusive deals. Businesses participating in the campaign were required to be Silverdale Business members, resulting in 37 active deals across various sectors. The campaign was preceded by a lead-in period starting in July to build anticipation. While sales performance varied across products and services, email marketing emerged as the most effective channel, reaching a wide audience. Additionally, exposure on radio in September significantly boosted awareness within the local community.

Sales Performance:

Sales performance during the campaign varied depending on the nature of the product or service offered. The most successful deals included:

Snowplanet:
Day Pass Combo incl. Rental Equipment: 4206 units sold
Snowplanet Day Pass: 1000 units sold
Other seasonal programs and experiences also garnered significant sales.

Megazone Silverdale:
Laser Tag for One Person: 64 units sold

Auckland Adventure Park:
Entry to Auckland Adventure Park: 505 units sold
Family Fun & Dining Experience:
Multiple deals resulted in a total of 70 units sold.

Jamaica Blue Silverdale:
Vouchers for Food & Beverage: 64 units sold

The Coffee Club Silverdale:
$50 Voucher Toward Food & Beverages: 18 units sold

Alternatives by Peter Salter:
Deluxe Hair Treatment Service: 10 units sold
$100 Voucher for Hair Services or Products: 7 units sold

Key Observations:

Email Marketing Effectiveness:
Email marketing emerged as the most effective channel, with a high unique open rate of 99.68%.
A solus email campaign sent to 50k subscribers resulted in a total of 18.6K clicks, indicating strong engagement.

Radio Exposure Impact:
Exposure on radio during September provided excellent visibility for Silverdale as a destination.
Positive feedback was received from local businesses and community members, indicating increased awareness generated through this medium.

Mixed Sales Performance:
Sales performance varied across different products and services, suggesting a diverse consumer preference within the target audience.
Products and services related to leisure activities, dining experiences, and entertainment garnered relatively higher sales compared to others.

Recommendations for Future Campaigns:
Expand Reach Within Local Community:
Capitalise on the success of radio exposure by increasing the timeframe and further engaging with local media outlets to enhance brand visibility.

Diversify Offerings:
Continue to offer a diverse range of deals to cater to varied consumer interests and preferences, thereby maximising sales potential.

Enhance Digital Marketing Strategies:
Further optimise our email marketing campaigns by personalising content and refining targeting strategies to maintain high engagement rates.

Utilise Data Insights:
Analyse sales data and customer feedback to identify trends and preferences, enabling more tailored offerings in future campaigns.

Strengthen Business Partnerships:
Foster stronger collaborations with local businesses and organisations to leverage collective resources and enhance campaign effectiveness.

Conclusion
While the GrabOne campaign in Silverdale demonstrated notable successes, there is room for further growth and optimisation in future initiatives.
By leveraging effective marketing channels, diversifying offerings, and fostering member and community engagement, future campaigns can achieve even greater impact and drive sustained growth for local businesses.

Feedback
I would like to thank Tash for the excellent work and innovative idea to promote our business with GrabOne. We are seeing a real tangible benefit, which we have never seen before from a business association in other locations we have had our factory.
Well done Silverdale Business association for providing us real support.
Siggy – Living Green