



Success Story

How Balance Hospitality Group Drove \$1.3M Across 3 Venues With Email Marketing



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For Filipa Castanheira, Manager and Event Coordinator of Balance Hospitality Group, creating emails is about more than sharing updates—it's about making each guest feel like they're on the VIP list.

From exclusive wine dinners to masquerade parties, Filipa knows her guests well, and it shows in every marketing campaign. Over the last year and a half, she's turned email into one of Balance Hospitality Group's most powerful sales tools, generating over **\$1.3M and 18,000 covers across three venues.**

Crafting personalized emails that keep guests coming back

Balance Hospitality Group is a collection of three distinct dining experiences in Greenwich, Connecticut: [MŌLÌ](#), an upscale Chinese-inspired restaurant, perfect for special occasions and exclusive events; [Hinoki](#), a Japanese venue that shifts from family-friendly to nightlife-ready as the day goes on; and [Miku](#), known for its approachable, family friendly Japanese menu. Together, these venues have carved out a place in the Greenwich dining scene, each offering something unique.

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This shift proved especially valuable at MŌLÌ, where Balance hosts many signature events. For limited-seating dinners, Filipa starts by emailing targeted groups like VIPs and high spenders, ensuring loyal guests get priority access. After that, the invite goes out to the wider guest list, building demand and filling seats quickly.

"Many companies avoid email these days, assuming it's outdated, but we see it differently," Filipa explains. "Yes, younger people may be on Instagram or Facebook but there's a core audience that relies on email daily—often for work, signing documents and handling important tasks. They may not check their mailboxes, but they check their email...so our messages have a place there."

With SevenRooms' Email Marketing, Filipa can track metrics like open rates and unsubscribes, but she's also able to see which emails directly convert into reservations and revenue, helping her understand exactly what works.

In just 18 months, the group's combined email campaigns have generated over \$1.3M and 18,000 covers with an impressive average open rate of 59%.

Filipa's tips for successful email marketing

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- 4. Time emails to match guest habits:** Filipa knows the community well, and she times her emails accordingly. "3 p.m. is golden for us—it's when parents are waiting in car lines to pick up their kids, checking their emails," she explains. For lunch specials, she aims for mid-morning so readers are inspired to make a reservation before the noon rush.
- 5. Closely monitor unsubscribes:** Filipa also keeps a close eye on unsubscribes. "If we start seeing that number rise, we know it's time to ease up," she says. Filipa adjusts email frequency based on guest expectations, reducing emails during quieter times and ramping them up during high-demand periods, like the holiday season.



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Filipa is making the most of her campaigns, but each email is an opportunity to learn and refine her strategy. "We've seen just how powerful email can be, but we're always finding ways to improve," Filipa shares. "Our goal is to keep getting better at bringing guests back."

Want results like Balance Hospitality Group's? Book a [SevenRooms demo](#) and see how we can help transform your email marketing strategy into a revenue-driving powerhouse.

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