

MAILER:

Colorado Tourism

OBJECTIVE:

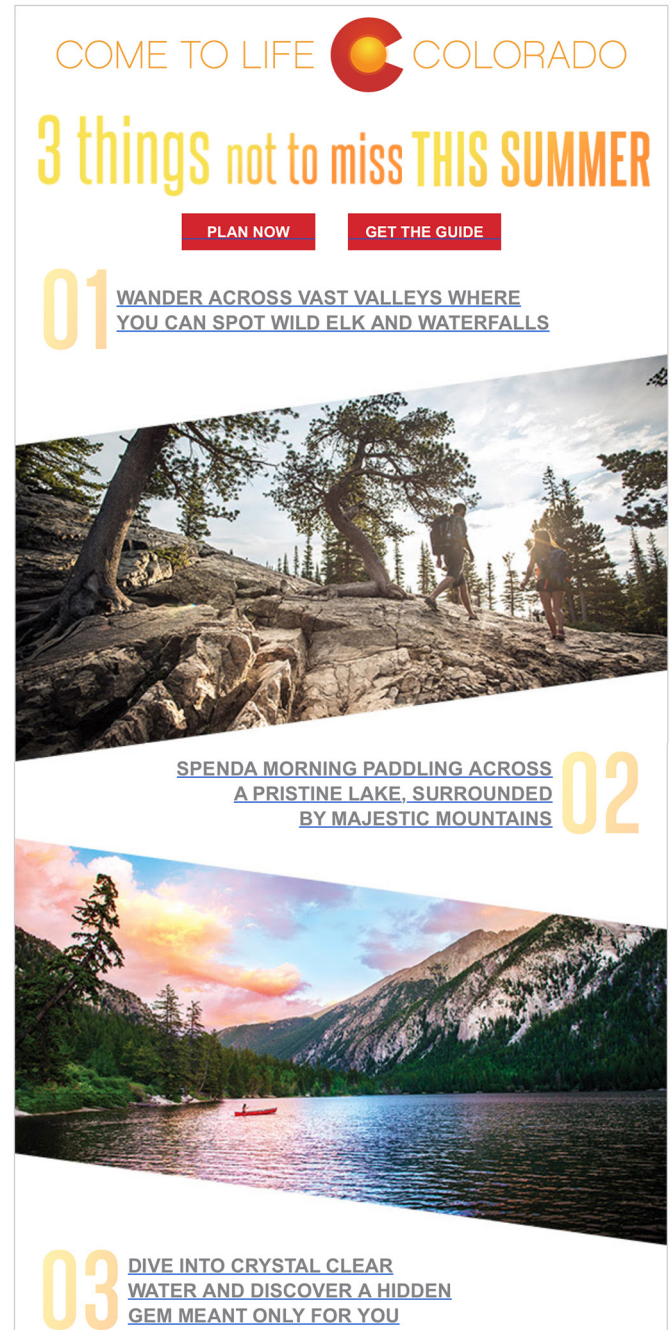
Colorado Tourism faced the challenge of promoting Colorado as the perfect destination for Summer travel and increasing requests for it's Colorado summer vacation guide.


SOLUTION:

eTargetMedia helped Colorado Tourism reach a new audience of travelers who were in the research phase of booking their summer vacations. eTargetMedia strategically selected Affluent Travelers and Modern Families with an interest in travel as these groups have the discretionary income to spend on a summer trip and would be highly likely to be interested in Colorado's many adventurous activities. The email campaign was geo-targeted to US Nationwide travelers while omitting Colorado as these travelers would already be aware of summer activities in the state. The creative was designed to motivate travelers to visit the website to learn more about Colorado's Summer activities and encourage travelers to request a summer vacation guide.

OUTCOME:

The Colorado Tourism email campaign received very high open and click through rates which helped position Colorado as a great destination for summer travel. The campaign also increased requests for the travel guide and increased bookings at Colorado hotels during the summer months.



COME TO LIFE  COLORADO

3 things not to miss THIS SUMMER

[PLAN NOW](#) [GET THE GUIDE](#)

01 WANDER ACROSS VAST VALLEYS WHERE YOU CAN SPOT WILD ELK AND WATERFALLS

02 SPEND A MORNING PADDLING ACROSS A PRISTINE LAKE, SURROUNDED BY MAJESTIC MOUNTAINS

03 DIVE INTO CRYSTAL CLEAR WATER AND DISCOVER A HIDDEN GEM MEANT ONLY FOR YOU

Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com