

MAILER:

Greater Miami Conventions and Visitors Bureau

OBJECTIVE:


The Greater Miami CVB faced the challenge of positioning greater Miami as an ideal warm weather vacation destination for winter and spring vacationers to a US travel audience in primarily northern states as well as active travelers in Brazil with travel history and preference to the US.

SOLUTION:

eTargetMedia implemented a strategic email marketing initiative to position greater Miami as the leading beach destination for US visitors as well as Brazilian travelers and vacationers. The offer presented a variety of select hotels showcased as premier choices for accommodations, each presenting unique specials with discounts and value added promotions with the opportunity to book online. The unique coop nature of the promotion allowed each participating hotel to present its special promotion and allow prospects to click through to its own landing page to learn more as well as to book their vacation online directly with each property. eTargetMedia strategically segmented prospects from its leading high performance travel lists including Frequent Consumer Travelers, Beach Vacationers, and International Travelers, while implementing a target sweet spot of age and income that has proven successful for this market as well as travel related specialty selects for high success rates. The offer was tailored to travel preferences and demographics accordingly for US vs. Brazilian audiences with creative delivered accordingly in the target language (English and Portuguese).

OUTCOME:

The email marketing initiative resulted in excellent open and click through rates, increased site visitation to the main client site as well as those of participating hotels, and ultimately an increase in bookings as a direct result. The client had subsequently scheduled additional eTargetMedia campaigns due to strong results and proven success.









MIAMI
GREATER MIAMI AND THE BEACHES

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 <p>CONRAD MIAMI Pacotes de verão de \$ 169, com café da manhã para 2 pessoas incluído</p> <p>VER OFERTA</p>	 <p>EPIC HOTEL Economize 15% em 1 ou 2 noites, 20% de 3 até 4 noites e 25% de desconto em 5 ou mais noites</p> <p>VER OFERTA</p>
 <p>HAMPTON INN & SUITES Café da manhã grátis, estacionamento gratuito, 4 bebidas de cortesia e muito mais</p> <p>VER OFERTA</p>	 <p>INTERCONTINENTAL MIAMI Café da manhã para 2 pessoas, internet e acesso ao health club</p> <p>VER OFERTA</p>
 <p>JW MARRIOTT MIAMI Café da manhã para 2 pessoas, valet parking grátis e Wi-Fi</p> <p>VER OFERTA</p>	 <p>JW MARRIOTT MARQUIS Quarto de luxo e café da manhã para 2 pessoas</p> <p>VER OFERTA</p>

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