

MAILER:

Amelia Island – ZOOMA Florida Women’s Half Marathon and 5K

OBJECTIVE:

The ZOOMA Women’s Race Series, in conjunction with Amelia Island and the Ritz Carlton, faced the challenge of promoting participation in the Florida Women’s Half Marathon and 5K.

SOLUTION:

eTargetMedia implemented a targeted and highly effective email marketing campaign segmenting female runners with upper income ranges with an interest in race participation in five key metropolitan areas that statistically represent high representation of participants in the target region. We strategically selected individuals from our Avid Runners and Joggers file as well as our Health and Fitness Enthusiasts file also layering in segmentation of weekend race and athletic event interest as well as interest in luxury accommodations considering the strategic partnership of the Ritz Carlton Brand in the offer. The offer was designed to announce the event, encourage participation, promote the Ritz Carlton health package as an ideal health and spa weekend to surround the athletic event and ultimately increase race registration.

OUTCOME:

Due to the responsiveness of the eTargetMedia health and athletic lists, the email marketing campaign resulted in significantly above industry average open and click-through rates for email to acquisition lists as well as generated awareness, interest and increased registration for the race in addition to increased bookings to the Ritz Carlton for the event weekend.

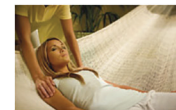


On your mark. Get set. You go girl! Escape to Amelia Island for an amazing girls' weekend of warm, sunny beaches, Ritz-Carlton luxury and an exhilarating professional race. It's the healthy girl time you need in the perfect place.

[REGISTER AND LEARN MORE >](#)



Enjoy festivities at The Ritz-Carlton, Amelia Island, with a post-race Fitness Expo featuring live music, wine, massage, yoga, shopping and more. Book now and save with a special room rate for racers.



Pamper yourself and let cares and distractions melt away in The Ritz-Carlton Spa. Connect with what's elemental plus receive 25% off spa treatments.



Unwind and reconnect on beautiful beaches and explore the island's pristine nature and Historic Fernandina Beach's charming restaurants and shops.



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