

MAILER:

Texas Tourism

OBJECTIVE:

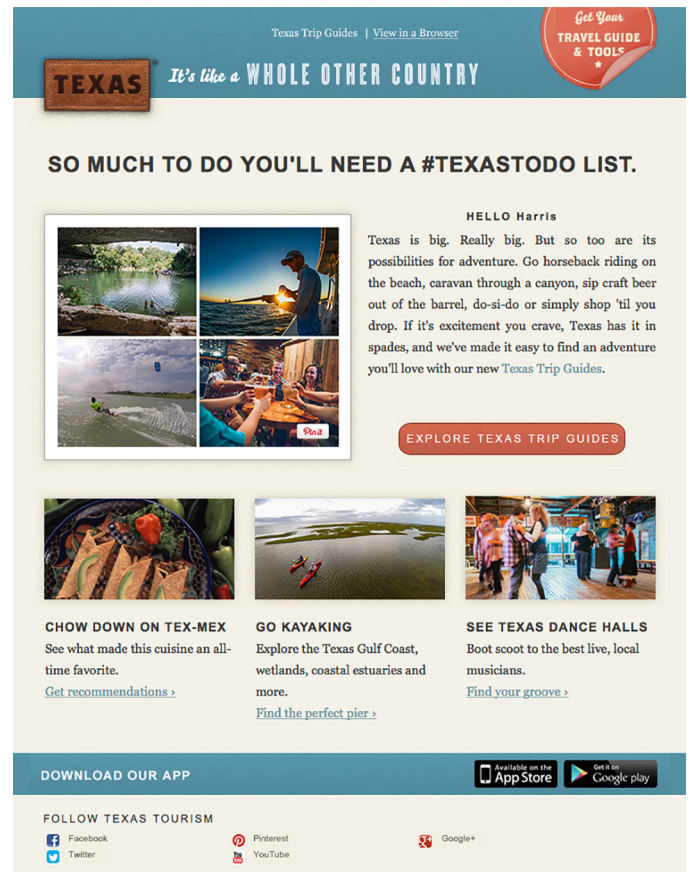
Texas Tourism faced the challenge of attracting new and repeat visitors while positioning the state as the ideal vacation destination with diverse activities and visitor attractions.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of Avid Travelers between 25-54 years old with mid to upper income ranges in the continental US outside of Texas. The campaign was designed to encourage social media engagement, present a plethora of activities from outdoor and nature activities to dining and entertainment, as well as invite prospective visitors to download an Explore Texas Trip Guide. eTargetMedia strategically segmented prospective visitors from the high performance lists of Frequent Consumer Travelers, Avid Family Travelers, Outdoor Enthusiasts and Cultural Experience Travelers to attract visitation for the diverse nature of all Texas has to offer vacationers.

OUTCOME:

The campaign performed with significantly above industry average open and clicks through rates, as well as increased site engagement, and increased downloads of the visitation guide which exceeded projected campaign goals for an overall highly successful initiative.



The screenshot shows an email campaign landing page for Texas Tourism. At the top, it says "Texas Trip Guides | View in a Browser" and "Get Your TRAVEL GUIDE & TOOLS". The main headline is "TEXAS It's like a WHOLE OTHER COUNTRY". Below this is the text "SO MUCH TO DO YOU'LL NEED A #TEXASTODO LIST." and "HELLO Harris". A grid of four images shows various Texas activities: a river scene, a person on a boat, a person on a beach, and a group of people. A button says "EXPLORE TEXAS TRIP GUIDES". Below the grid are three featured activities: "CHOW DOWN ON TEX-MEX", "GO KAYAKING", and "SEE TEXAS DANCE HALLS". At the bottom, there are social media links for Facebook, Twitter, Pinterest, YouTube, and Google+, and a "DOWNLOAD OUR APP" section with App Store and Google Play logos.

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