

MAILER:

Sonoma County Tourism

OBJECTIVE:

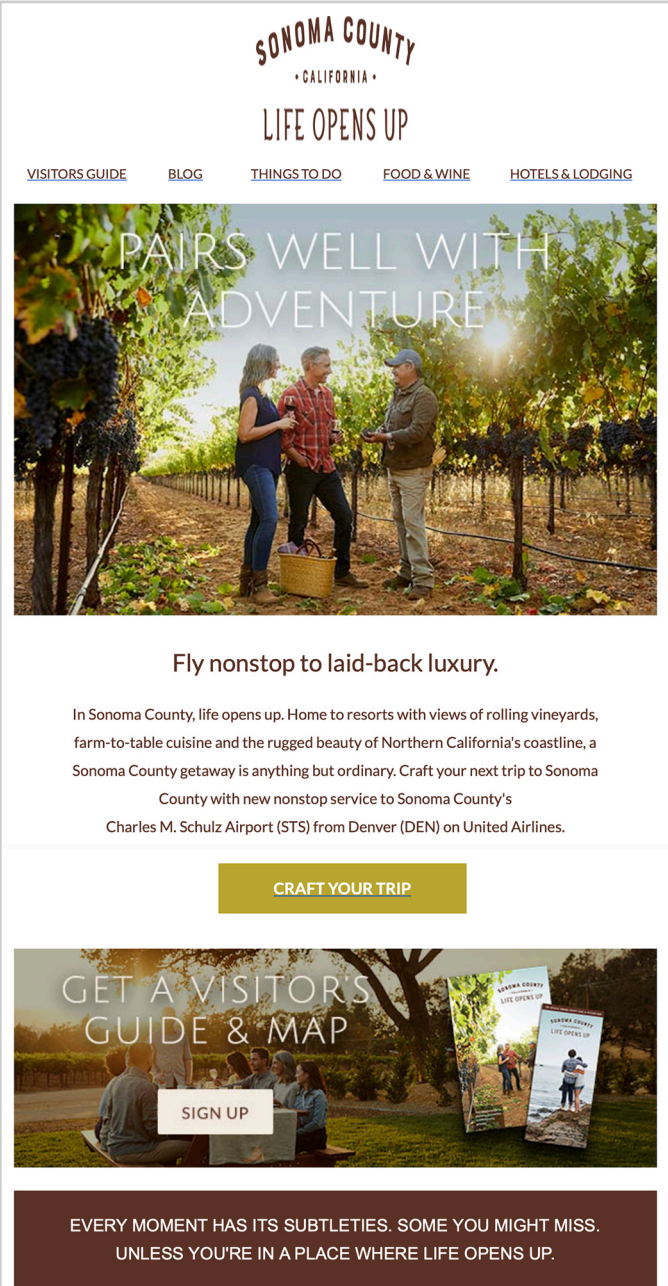
Sonoma County Tourism faced the challenge of promoting new nonstop flights from Denver to Sonoma County's airport and increasing bookings on the website.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting a diverse audience of travelers and explorers including both sophisticated women and families. eTargetMedia strategically selected the Avid Weekend Getaway Travelers, Frequent Consumer Travelers, High Income Luxury Travelers, and Avid Family Travelers files and selected targeted affinity groups that would be very likely to have interest in a Sonoma County getaway including the wine-tasting, cuisine, natural beauty and luxury accommodations. The targeted affinity groups included Sonoma County Sophisticates, Spontaneous Explorers, Sonoma County Sippers and more. The campaign was geo-targeted to the Denver DMA and the creative featured Sonoma County attractions, non-stop laid-back luxury flights from Denver to Sonoma County and a special offer to sign up for a free visitor's guide and map.

OUTCOME:

The email campaign was highly successful. The client deployed multiple email campaigns which resulted in high open rates, click through rates and increased bookings.



SONOMA COUNTY
• CALIFORNIA •
LIFE OPENS UP

VISITORS GUIDE BLOG THINGS TO DO FOOD & WINE HOTELS & LODGING

PAIRS WELL WITH ADVENTURE

Fly nonstop to laid-back luxury.

In Sonoma County, life opens up. Home to resorts with views of rolling vineyards, farm-to-table cuisine and the rugged beauty of Northern California's coastline, a Sonoma County getaway is anything but ordinary. Craft your next trip to Sonoma County with new nonstop service to Sonoma County's Charles M. Schulz Airport (STS) from Denver (DEN) on United Airlines.

CRAFT YOUR TRIP

GET A VISITOR'S GUIDE & MAP

SIGN UP

EVERY MOMENT HAS ITS SUBTLETIES. SOME YOU MIGHT MISS.
UNLESS YOU'RE IN A PLACE WHERE LIFE OPENS UP.

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