

MAILER:

South Dakota Department of Tourism

OBJECTIVE:

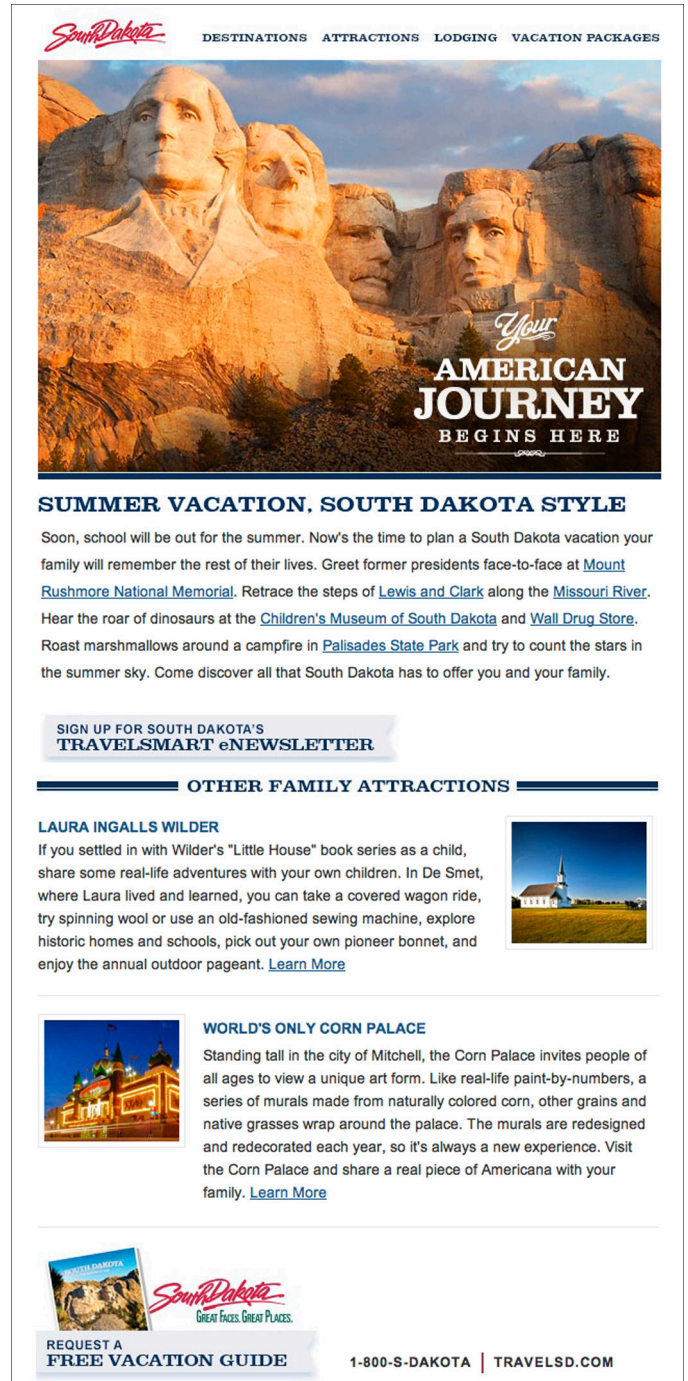
The South Dakota Department of Tourism faced the challenge of positioning the state as a leading summer family travel destination offering cultural, historical, and natural attractions.

SOLUTION:

eTargetMedia implemented a strategic email marketing initiative highlighting South Dakota destinations, attractions, lodging and special vacation packages. The campaign targeted family travelers with middle to upper income ranges, skewing female with children over eight years old in the household, as well as specialized outdoor interests such as hunting, fishing, camping, hiking, rock climbing, mountain biking, boating, kayaking, and cultural and artistic festivals. eTargetMedia strategically segmented prospects from leading travel lists including Frequent Consumer Travelers, Family Travelers, and Outdoor Enthusiasts to present the offer to each travel niche market accordingly, skewing toward either family travelers, cultural/historical travelers or outdoor adventure travelers.

OUTCOME:

The email marketing initiative resulted in above industry average results as well as increased visitation to the South Dakota vacation destination site and increased leads and vacation bookings.



The screenshot shows an email newsletter from the South Dakota Department of Tourism. At the top, there is a navigation bar with links for DESTINATIONS, ATTRACTIONS, LODGING, and VACATION PACKAGES. The main image features the Mount Rushmore National Memorial with the text "Your AMERICAN JOURNEY BEGINS HERE". Below the image is a section titled "SUMMER VACATION, SOUTH DAKOTA STYLE" with a list of activities and locations: Mount Rushmore National Memorial, Lewis and Clark, Missouri River, Children's Museum of South Dakota, Wall Drug Store, Palisades State Park, and a link to "Learn More". There is also a "SIGN UP FOR SOUTH DAKOTA'S TRAVELSMART eNEWSLETTER" button. Another section titled "OTHER FAMILY ATTRACTIONS" includes "LAURA INGALLS WILDER" with a photo of a small white house and a "WORLD'S ONLY CORN PALACE" with a photo of a large, ornate building. At the bottom, there is a "REQUEST A FREE VACATION GUIDE" button and the phone number "1-800-S-DAKOTA" and website "TRAVELSD.COM".

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