

MAILER:

Travel South Dakota Hunting and Fishing

OBJECTIVE:

Travel South Dakota faced the challenge of increasing online travel bookings and promoting South Dakota as a leading destination for hunting and fishing.

SOLUTION:

Travel South Dakota wanted to promote South Dakota as a top hunting and fishing destination among hunting and fishing enthusiasts who enjoy traveling for their favorite sport. eTargetMedia planned and executed a strategic email marketing campaign that targeted Outdoor Activity and Nature Travel Enthusiasts with a focus on Hunting and Fishing Interest. The campaign targeted 3 different core audiences including Traditionalists between the ages of 45 to 64 years old with HHI of \$80,000+, Adventure Naturalists between the ages of 18 to 44 years old with incomes over \$50,000 and Fishing Enthusiasts. The campaign was geo-targeted to states surrounding South Dakota as well as states with large audiences of outdoor, hunting and fishing enthusiasts. The creative featured South Dakota as the destination where you can "Hunt the Greatest".

OUTCOME:

The Travel South Dakota Hunting and Fishing campaign generated strong overall engagement with a very high open rate and strong click through rate that resulted in increased bookings.



**HUNT
THE
GREATEST**
South Dakota

**WHERE
A TRIP
BECOMES
TRADITION**

South Dakota pheasants may draw you in, but you'll keep coming back because of the company you bring. Because with your dogs and best friends by your side, there's more to pursue in this vast prairie than a bag limit. Come to South Dakota, come Hunt The Greatest.

PLAN YOUR TRIP

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