

MAILER:

Visit San Antonio

OBJECTIVE:

Visit San Antonio faced the challenge of promoting San Antonio, Texas as the premier destination for an unforgettable meeting experience and wanted to increase online meeting booking requests.

SOLUTION:

eTargetMedia planned and implemented a strategic email campaign that targeted meeting and event planners who are responsible for researching and booking meetings and events for their own companies or are professional meeting planners for other businesses. eTargetMedia selected the American Meeting, Tradeshow & Convention Planners file and geo-targeted professional meeting planners across the United States while omitting San Antonio, Texas as a targeted destination as these local residents would already be familiar with San Antonio attractions and meeting facilities. The creative was designed to feature all of the amazing attractions, history, food and culture offered by San Antonio, Texas as well as the incredible meeting facilities that the city has to offer.

OUTCOME:

The email campaign generated very high open and click through rates that resulted in an outstanding amount of high quality traffic, brand awareness, and bookings of meetings in San Antonio. The client was extremely happy with the campaign results.



— VISIT —
SAN ANTONIO

THERE'S STILL TIME TO BOOK A 2017 MEETING

Don't miss your chance to schedule an unforgettable 2017 meeting in San Antonio. Our incredible facilities are rivaled only by our amazing attractions, history, food and culture. Your attendees will enjoy a walkable downtown, great restaurants, unique shops and the world-famous River Walk. With our inventive Tex-Next cuisine, World Heritage Site Spanish colonial missions and the revitalized Pearl brewery complex, San Antonio is alive with innovation and excitement. And this same atmosphere permeates our meetings environment, giving your event an edge you'll find nowhere else. Book your 2017 meeting today, and discover what makes San Antonio the best place to meet, learn and play.

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