

MAILER:

Caldwell Zoo

OBJECTIVE:

Caldwell Zoo faced the challenge of promoting its new website and increasing zoo memberships.

SOLUTION:

eTargetMedia planned and managed a strategic email marketing campaign that targeted moms who are the decision makers when it comes to planning the recreational activities for their families. eTargetMedia strategically chose the Active Moms file and targeted moms between the ages of 25-44 years old with children between the ages of 0-12 years old and household incomes of \$50k+ per year. These fun moms are always looking for new activities that will enrich the lives of their children and would be highly likely to visit the Caldwell Zoo and purchase a zoo membership. The campaign was geo-targeted to Texas counties that were in a close driving distance to the zoo including Cherokee, Gregg, Henderson, Smith, Upshur and Van Zandt. The creative was designed to announce the new website's features as well as promoting zoo memberships and new activities at the zoo.

OUTCOME:

The campaign was very successful and the client has done multiple follow up campaigns during the year, reaping the rewards that come from building frequency into their online marketing strategy.



CALDWELL ZOO e-News

Caldwell Zoo Launches Today

After a lot of hard work, we are so proud to announce our new website. Chock-full of great information on our animals, visitors can read up on Caldwell critters before they see them in person.

Are you a member?

If you're not a member yet, what are you waiting for? Enjoy special privileges and cool events at Caldwell Zoo while flashing your VIP status with your very own ZooMember card. It pays to be a member at Caldwell Zoo.

CALDWELL ZOO

903.593.0121 | www.caldwellzoo.org
2203 West Martin Luther King, Jr. Blvd., Tyler, Texas 75702

Find out what eTargetMedia can do for your business.
Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
Visit us online at www.eTargetMedia.com