

MAILER:

Choctaw Casino & Resort

OBJECTIVE:

Choctaw Casino & Resort faced the challenge of promoting their official sponsorship of the Walmart NW Arkansas Golf Championship and increasing ticket sales to the tournament.

SOLUTION:

Choctaw Casino & Resort was an official sponsor of the Walmart NW Arkansas Golf Championship so they wanted to promote the sponsorship and the tournament to casino and golf fans. eTargetMedia planned and executed a strategic email marketing campaign that targeted Casino Enthusiasts and Golf Enthusiasts between the ages of 35 to 64 years old. This audience was selected because these die-hard golf and casino fans are passionate about their favorite sports so they were very likely to be interested in purchasing tickets to the Choctaw Club to watch the tournament. The campaign was geo-targeted to select DMAs including Ft. Smith-Fay-Springdale-Rgrs DMA, Conway County AR, Faulkner County AR & Pope County AR. The creative featured Choctaw Casino & Resort's official sponsorship of the Walmart NW Arkansas Golf Championship and invited email recipients to purchase tickets to the event.

OUTCOME:

The email campaign had high engagement rates and helped to promote the casino's official event sponsorship and increased tournament ticket sales.



THE FUN IS IN FULL SWING

Join us at the Choctaw Club.



PROUD SPONSOR OF THE #NWACHAMPIONSHIP

We're proud to be the official casino sponsor of the Walmart NW Arkansas Championship presented by P&G. Buy your tickets to the Choctaw Club today.

[BUY TICKETS](#)

THIS IS HOW POCOLA PLAYS

CHOCTAW CASINO & RESORT-POCOLA
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