

MAILER:

Florida State University Football

OBJECTIVE:

Florida State University faced the challenge of selling Seminoles Tribe Flex Pass tickets on their website.

SOLUTION:

eTargetMedia planned and managed a targeted email marketing campaign for the FSU Seminoles that reached targeted football fans and FSU athletics fans who would be interested in purchasing a flex pass so they can attend multiple games throughout the season. The email campaign targeted select DMAs that have a high percentage of FSU college grads, including Jacksonville, Orlando, Daytona Beach, Melbourne, Pensacola, Panama City, Tampa, St. Petersburg, Miami, Ft. Lauderdale, Ft. Myers, Naples and Mobile. The creative featured the advantages of purchasing a Tribe Flex Pass including the option to redeem flex passes for any regular season game as well as a special rate for email recipients.

OUTCOME:

The FSU Tribe Flex Pass email marketing campaign was very successful and had high open and click through rates from the target audience. In addition the campaign helped to increase Tribe Flex Pass ticket sales.



FLORIDA STATE
FOOTBALL

**TRIBE
FLEX
PASS**

*THE MOST FLEXIBLE WAY TO
EXPERIENCE FSU FOOTBALL!*

6 PASSES - \$345 OR 12 PASSES - \$570
A SAVINGS OF \$120!

REDEEM YOUR PASSES FOR ANY REGULAR SEASON GAME THIS YEAR.
YOU CHOOSE THE GAME AND QUANTITY!
LIMIT FOUR (4) FOR MIAMI AND TEN (10) FOR ALL OTHER GAMES.

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