

## MAILER:

Florida State University

## OBJECTIVE:

Florida State University faced the challenge of selling FSU Seminoles football season kick off tickets.

## SOLUTION:

Florida State University wanted to promote their football season kick off game to football and sports fans in Tallahassee and surrounding areas. eTargetMedia planned and executed a targeted email marketing campaign for Florida State University that reached recent college grads who are currently employed and living in the Tallahassee and Thomasville DMAs. This target group was selected because these recent college grads are very likely to have an interest in college sports. Many of them have graduated from FSU and would be interested in purchasing tickets to the game to support their favorite college football team. The creative featured information about the Seminoles vs. Boise State game and informed email recipients that game tickets, parking tickets and tailgate passes are still available. The creative also included a strong call to action to purchase tickets now.

## OUTCOME:

The email marketing campaign helped Florida State University to promote the Seminoles season kick off game and increased ticket sales for the big game. The email campaign also delivered a high open rate and strong click through rate.



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