

## MAILER:

Visit Truckee

## OBJECTIVE:

Visit Truckee faced the challenge of promoting Truckee as the top destination for skiing in California and promoting their holiday events and activities.

## SOLUTION:

eTargetMedia planned and deployed a targeted email marketing campaign that reached adults between the ages of 25 to 54 years old with a household income of over \$100k per year who are avid skiing enthusiasts, have an interest in outdoor activities, sports and hiking, and a propensity to travel as well as families who regularly book winter vacations including ski trips. The campaign was geo-targeted to the San Francisco, CA DMA because of the close proximity between the two destinations allowing San Francisco skiers to easily drive to Truckee for their ski trip. The creative featured a chance for email recipients to enter to win a Truckee adventure trip for two as well as a variety of holiday events and activities occurring at Truckee during the holiday season.

## OUTCOME:

The email marketing campaign had a high open rate and strong click through rate and was extremely successful at helping Truckee promote their Adventure for Two contest as well as increasing awareness of the holiday events. The client was able to increase their email subscriber list and traffic to their website increased during the email promotion.



[ENTER TO WIN  
ADVENTURE TRIP FOR TWO](#)

## HOLIDAY EVENTS + ACTIVITIES



### DECEMBER HOLIDAY EVENTS

New snow (18+"), epic skiing and countless festivities - Truckee is a holiday wonderland. Help Santa's elves at [Santa's Workshop + Maker Market](#), meet Santa, go on sleigh rides and much more at Squaw Valley's [Merry Days & Holly Nights](#) and [Northstar's Noel Nights](#).  
[Learn More](#)



### FESTIVE FRIDAYS - HISTORIC DOWNTOWN

Celebrate the season while holiday gift shopping the first three Fridays in December. Businesses stay open late - enjoy free parking, refreshments, discounts, and a fun shop-and-sip walk through Historic Downtown.  
[Learn More](#)



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