

MAILER:

Visit Central Florida

OBJECTIVE:

Visit Central Florida faced the challenge of promoting their exclusive Frontline Heroes special offer and increasing travel bookings on the website.

SOLUTION:

Visit Central Florida wanted to thank Florida frontline heroes during the COVID-19 pandemic. Visit Central Florida was offering exclusive digital coupons for hotel stays, outdoor adventures, local attractions and special dining offers to frontline heroes to show their appreciation for the frontline heroes hard work. eTargetMedia planned and deployed a targeted email marketing campaign selecting Police Officers, Firefighters, Paramedics, Teachers, Nurses, Military Personnel, Veterans and Retired Military from the American Hometown Heroes file. The campaign was geo-targeted to Florida frontline heroes who were within an easy driving distance to Central Florida. The campaign featured the Frontline Heroes rewards program and a special “FLHEROES” code to book travel on their website at discounted rates.

OUTCOME:

The email campaign was a success and helped to promote the Frontline Heroes rewards program. The campaign achieved a high open rate with a strong click through rate. Travel searches on the website using the special FLHEROES code also increased as a direct result of the campaign.



**TO THE HEROES IN YOUR RANKS,
WE SEND OUR APPRECIATION.**

To All The Heroes On The Front Lines,

In these unprecedented times, the heroes you employ have led the charge to keep our country strong. They've worked long hours, stayed late nights, and missed time with their families—selflessly placing the needs of their communities ahead of their own.

To show our appreciation, we are gifting the special code below to our Frontline Hero Digital Coupon Book. These digital coupons feature:

- Values on incredible hotel stays
- Sensational outdoor adventures
- Exquisite dining options
- And more...

Enter This Code: **FLHEROES**

[At This Link](#)



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