

Resource/Promotional Material - Consumer

Entry: Visit Sarasota County Consumer Enewsletter Re-design

TARGET AUDIENCE

Visit Sarasota County's opt-in database represents more than XX potential visitors, past visitors and Sarasota County, Florida, residents who have chosen to receive ongoing communications about what is happening in Sarasota County.

OBJECTIVE

The overall purpose of the consumer newsletter is to keep our opt-in consumers updated with timely, relevant and useful information about Sarasota County, keep them engaged with our brand and inspire them to vacation in Sarasota. It is also intended to build awareness of all there is to see and do in any given month in Sarasota. The new redesign in a responsive format allows VSC to deliver information to these consumers on any device they may be using-smartphone, tablet or desktop/laptop. Because Visit Sarasota County is the official information source for visitors to the destination, the newsletter is perceived as a valuable and trustworthy source for accurate and comprehensive information.

Our campaign objectives were as follows:

- Objective #1: Increase the email open rate by 15% for the consumer newsletter within the first three months after launch of the redesign.
- Objective #2: Increase the number of click-throughs by 10% for the consumer newsletter within the first three months after launch.
- Objective #3: Redesign the email in a manner that benefits the user, via responsive design, and is visually engaging and reflects the brand of Visit Sarasota County.

IMPLEMENTATION

Capitalizing on the wealth of activities in Sarasota County available throughout the year, the new newsletter inspires potential and current visitors with engaging articles, photos and videos that encourage subscribers to take action.

Built in a responsive design, readers can view the newsletters on any device. The design of the monthly newsletter was also updated to match the new VisitSarasota.org and uses bright colors, big images and clear calls to action to engage subscribers. The success of the new newsletter is evident in the number of readers successfully seeking more information on the main VisitSarasota.org website for additional information on events and articles. Content found in the newsletters is driving our readers from one seamless responsive optimization via email, to another that is featured on the website. This reinforces the success of the program not only as an avenue for distributing information, but for creating a complete and interactive experience for the user.

RESULTS

The Visit Sarasota County team can successfully say that we exceeded all of our goals. The email open-rates increased by 19% for the consumer newsletter in the first three months following the launch of the program in October, 2013-surpassing our objective of 15%. The email click-throughs increased by 39% for the consumer newsletter in the first three months following the launch of the program-nearly four times our initial goal of 10%.

These impactful statistics show us that the newsletter redesign was well-received and is reaching its intended audience. A steady growth in numbers month-over-month shows us that readers are not only engaging with the content, but helping us achieve our goals of signaling interest and building awareness to travel to Sarasota, Florida.

The Visit Sarasota County newsletter program continues to feature ongoing optimization efforts to improve readership and grow a dedicated subscriber base.

BUDGET/COSTS

This email campaign costs \$XXX, which included a revamped design, build, email deployments and reporting.