



# CASE STUDY

# ZOZOBRA

## SOLUTION

Being local Santa Fe-ans, we understand the ethos of Zozobra and were able to translate that story to an out-of-state audience who might not get the allure of the event at first brush. Through our skillful storytelling via an email campaign, we targeted folks in neighboring states who frequented arts and entertainment events, cultural events and families traveling. We also sent a follow-up email to anyone who opened the first one to re-engage folks who indicated interest through clicks or visits to our client's website.

## THE RESULTS

From our database, we were able to send **87,040** to travel-enthusiastic, art-loving, households in New Mexico, Colorado, Texas and Arizona. which resulted in **1,741** Clicks and over **10,000** interactions!

## THE FINDINGS

Email marketing is an effective way to target a specific audience and can yield a quick return, even for clients who are new to the digital marketing world! Utilizing our quality inventory of emails that comply with the top data safety regulations, we can communicate with event-goers you would never have been able to connect with!

## THE DETAILS



### INDUSTRY

Event Promotion



### CAMPAIGN LENGTH

One Month



### OBJECTIVE

Attract out-of-state visitors to promote a hyper-local event The Burning of Zozobra



### CHALLENGE

Zozobra is a beloved tradition in Santa Fe, NM that is almost 100 years old but it has never been digitally promoted to out-of-state visitors so our clients were rightfully wary of the process as they didn't quite know what to expect.