

99.4%
deliverability

525%
average
open rate

226%
CTR increase

75%
opt out
decrease

OVERVIEW

Traverse City, Michigan, is a city between nature and water. Travelers can nestle into a community where there's always something happening – whether you're visiting the water, the trails, or the spring cherry blossom trees (a crowd-pleasing favorite). **Traverse City Tourism**, the destination marketing organization (DMO), boasts that its community is "always the right time and always the right place, exactly where you should be." You know what else is always the right time and always the right place, exactly where you should be? Traverse City Tourism's emails. But it wasn't always spot on – the DMO found the marketing automation of its dreams through Act-On, Simpleview CRM, and the Marketing Automation Managed Services team.

GOALS

The team at Traverse City Tourism wanted an email marketing program with user-friendly templates and marketing automation options. They needed a strategy and expertise to help them improve their click-through rate (CTR) and quantity of subscribers.

Other goals included the ability to:

- **Send out monthly emails** on a reliable schedule
- **Utilize one primary location** for managing all lists
- **Import new contacts** from tradeshows and conferences

MUST HAVE SOLUTION

Act-ON

I would recommend Marketing Automation Managed Services to other destination organizations – it's a great service for digital marketers juggling a lot of projects."

Coryn Briggs, Senior Director of Marketing, Traverse City, Michigan



CHALLENGES

Traverse City Tourism previously managed email marketing in-house and used a platform they realized was limited and outdated. "Our organization's lack of internal bandwidth created challenges to regularly accomplish niche-based emails, re-marketing, segments, overall list hygiene, and automation," said Coryn Briggs, director of digital marketing at Traverse City Tourism. As the DMO grew, so did the need for an automated marketing tool that would keep up with the organization and help it expand its marketing automation endeavors.

SOLUTIONS

Already users of Simpleview CRM, the DMO was able to turn to the Act-On integration to solve its email marketing pain points. The team leaned on its Simpleview Marketing Automation Strategist to implement its marketing automation and email marketing initiatives.

With Act-On and Simpleview Marketing Automation Managed Services, Traverse City Tourism launched the following initiatives:

- **Welcome and Subscribe Automated Campaign:** emails sent to new contacts to encourage newsletter subscription
- **Welcome Automated Campaign:** emails sent to new subscribers to welcome them
- **Re-Engagement Automated Campaign:** emails sent to contacts who hadn't engaged in two years
- **Main Consumer Newsletter:** ongoing newsletter with a clear call-to-action to book directly

The integration with Simpleview CRM increases efficiencies for DMOs, enabling all contact information, histories, and a comprehensive understanding of each lead and contact to live in one place.

RESULTS

Since implementing Act-On and Marketing Automation Managed Services, Traverse City Tourism has met all of its original goals; the DMO reported having regularly maintained lists, a consistent schedule for sending emails, and detailed reporting from the Marketing Automation Strategist – including comprehensive monthly reports on all email and marketing initiatives. Over the last four years, the DMO has reported an overall **increase in open rates of 583% and an increase in click-throughs of 300%**.