



IOWA | ILLINOIS

Case Study

About Visit Quad Cities:

Founded in 1990, Visit Quad Cities is the official Destination Management and Marketing Organization for the region. The Quad Cities is a bi-state destination made up of a family of communities in Western Illinois and Eastern Iowa. Their mission is to enhance the region's quality of life and create economic development opportunities through tourism to inspire and build our Mississippi River regional destination.

Problem

After exploring marketing opportunities in the typical channels such as social media, print, radio, and TV, Visit Quad Cities wanted a way to get more exposure on the opportunities and events happening in the Quad Cities. Visit Quad Cities wanted to focus on both local residents and tourists.

Solution:

Visit Quad Cities Insiders

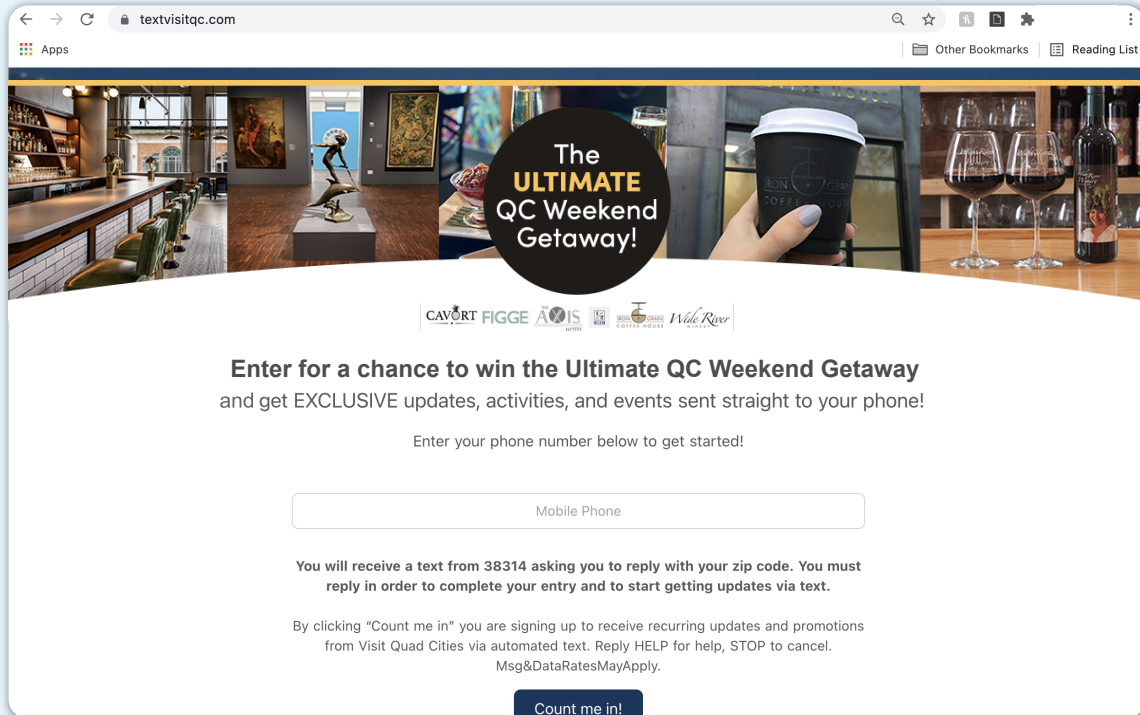
Visit Quad Cities Insiders is a text message marketing program powered by TapOnIt with two different opt-in sequences. People who sign up for the text club provide a zip code so that they can be segmented into either local or tourism campaigns.

Results:

Visit Quad Cities is seeing engagement and reach like never before. Their text campaigns average open rates of 99%, average click-through rates of 12%, average frequency of 5x per message, and they were able to grow their database quickly by launching with a contest.

Growth:

Visit Quad Cities gave away The Ultimate QC Weekend Getaway to jumpstart their text database. Using a customized contest landing page allowed them to drive traffic from other forms of advertising to a simple sign-up page that explained the contest and had a field to sign up. Once the person entered their phone number, it triggered a text immediately to their phone to complete the opt-in process.

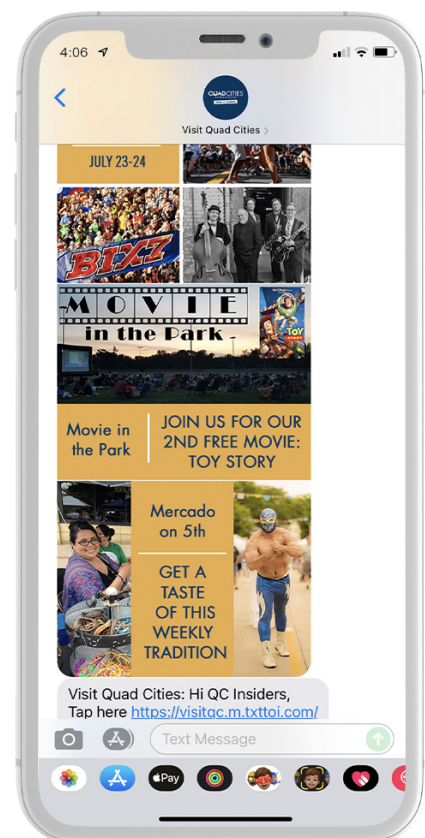


The screenshot shows a web browser at the URL textvisitqc.com. The page features a header with a collage of local scenes and a central banner for 'The ULTIMATE QC Weekend Getaway!'. Below the banner are logos for local businesses: CAVORT, FIGGE, AVOIS, and Wild River. The main text invites users to 'Enter for a chance to win the Ultimate QC Weekend Getaway and get EXCLUSIVE updates, activities, and events sent straight to your phone!'. A form field labeled 'Mobile Phone' is provided for entry. Below the form, a message states: 'You will receive a text from 38314 asking you to reply with your zip code. You must reply in order to complete your entry and to start getting updates via text.' A second message explains: 'By clicking "Count me in" you are signing up to receive recurring updates and promotions from Visit Quad Cities via automated text. Reply HELP for help, STOP to cancel. Msg&DataRatesMayApply.' A blue button labeled 'Count me in!' is at the bottom.

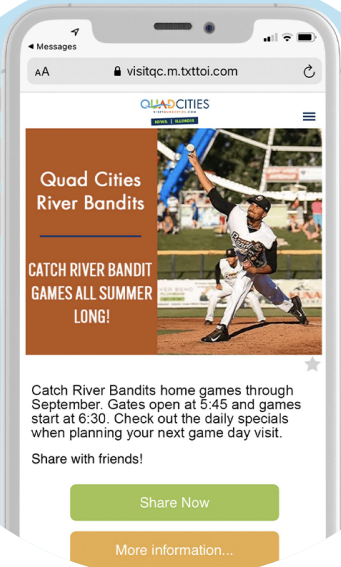
Inside Scoop:

“Visit Quad Cities will continue to invest in emerging technologies that create value for our customers and the visitor economy. The TapOnIt team is developing new and exciting opportunities for consumer and brand engagement, and their platform will further add to our marketing and promotional portfolio. We look forward to working with their team as we focus on increasing local brand champions in our regional destination.”

Dave Herrell, President + CEO, Visit Quad Cities



Visit Quad Cities Insiders Gets #TextSavvy

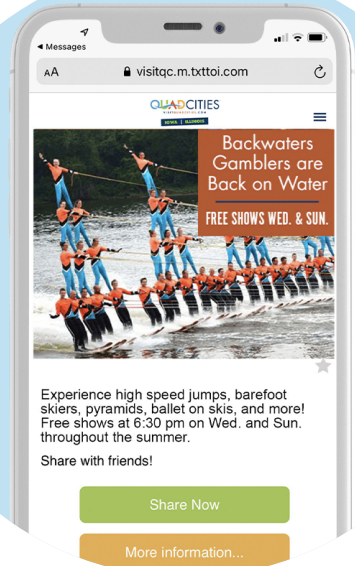


150% New Opt-In Conversion Rate from Organic Sharing

99% Open Rate

15% Click-Through Rate

8x Frequency



99% Open Rate

19% Click-Through Rate

9x Frequency



99% Open Rate

23% Click-Through Rate

9x Frequency

Interested in TapOnIt's Text Platform?
Scan here to learn more

