



Client - BUC FAN TOURS

Buc Fan Tours is the #1 provider of game packages and tours to Tampa Bay Buccaneer football games. BucFanTours.com is a subsidiary of The Creative Travel Group which has been in Tampa since 1985. Creative Sports / Travel is a full service travel agency offering corporate travel management, cruises, vacation tours, and family vacations. Additionally, Creative Sports / Travel sells packages and tours to all the major sporting events year round. Some of these events are Kentucky Derby, Super Bowl, NASCAR, US Open Tennis and Golf.

Reason For Adopting OnLetterhead Branded Email

Email has become a very large and important communication tool with their client base. With so many emails being sent each day, they needed a way to maximize every email sent to their customers and prospects.

Challenges

The current system of plain emails was not effective in maximizing each response. They did not have the expertise to implement a branded solution nor the time to do so. They were looking for a tool that integrated within their systems and was easy to use.

Solution

OnLetterhead was deployed within the Buc Fan Tours agency. Employees that dealt with the public were assigned accounts and all emails sent were to be sent using OnLetterhead.

Design Elements

Working with the OnLetterhead design team, Buc Fan Tours choose to maintain brand consistency and base the email templates on their existing colors. They chose to display excitement, vibrant action shots and portray an overall travel and “fun” theme. They added dynamic links to different areas of the website such as ticket sales, sports cruises and Buc fan tour information.





Results

Dennis Pfeiffer, President, has reported the following:

- An increased customer response using OnLetterhead
- They constantly receive compliments from their prospects and customers on the look and feel of their email.
- OnLetterhead has helped them sell more travel packages.
- Their email now stands out in the inbox separating themselves from other travel companies.
- OnLetterhead has enhanced their corporate appearance.

