

## Research & E-Commerce Team

Between online marketing, Web analytics, visitor and market research, this team offers their expertise both before and after a campaign launches. The team's insight into how visitors react online and in the marketplace is paramount to campaign decisions, as is their research into how a particular campaign fared. In addition, this team handles fulfillment of visitor inquiries, and monitors industry trends.



**Robin Rattei**  
**INFORMATION SPECIALIST**

- \* Handles consumer information requests
- \* Manages the Office of Tourism's consumer inquiry database
- \* Coordinates call center training



**Kirk Hulstein**  
**TEAM MANAGER**

- \* Oversees e-commerce, research and fulfillment functions
- \* Coordinates Web development analytics, and site optimization
- \* Monitoring of Tourism Budget



**Ann DeVany**  
**E-COMMERCE SPECIALIST**

- \* Works with online promotions
- \* Coordinates e-mail marketing
- \* Handles content management for the Office of Tourism's Web sites



**Ashley Worth**  
**RESEARCH ANALYST**

- \* Monitors and reports travel indicators to the industry
- \* Coordinates marketing research and database marketing
- \* Works to obtain visitor data and consumer insights

## Highlights

### TravelSD Re-Design

The Research and E-Commerce team is excited to launch the newly re-designed TravelSD.com Web site. This site is both user-friendly and engaging, and will serve as a helpful planning resource for those who are just in the planning stages or those who are ready to book their vacation to South Dakota. In addition, the new site gives thousands of industry businesses exposure to those potential visitors as they search for South Dakota attractions, accommodations, events and more.

### 1-to-1 Marketing

Visitor Relationship Management has been an ongoing goal of the South Dakota Office of Tourism for the past three years. As we continue to learn more about our visitors and their online and travel planning behavior, we can better understand what type of marketing content is relevant to them. We now have the ability to provide them with specific sales and service-oriented messaging based on content that they have viewed, information they've requested, or online actions they've taken. We'll also be able to know when consumers have booked packages in real time and provide them with opportunities to extend their stay when they arrive, or send follow-up messaging after they return home, thanking them for their visit. One-to-one marketing is quickly becoming the next stage of destination marketing and South Dakota Tourism has been at the leading edge of this effort.