

## Case Study

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### **A Rapid Change in Messaging and Tactics Saves a Leadership Seminar**

This case study focuses on a planned corporate event that received a poor initial response. A multi-channel integrated marketing campaign was launched on short notice to increase registration and subsequently attendance at the event.

#### **Business Challenge**

A major graphic communications company was hosting an event in Montreal focused on business development techniques for printers intended to assess and help printers deal with the changes in the marketplace. The event was planned on short notice and a full suite of communication tools was developed in both French and English to notify prospects and customers about the event. The event's invitation was a direct mail piece that included a Personalized URL where prospects and customers could register for the event.

Marketing Mentors Inc provided the marketing and creative execution as well as reporting mechanism to management on attendance.

With only 6 days remaining until the event, only 10 people had registered for an event that at least 25 people were expected to attend. With an expected registration to attendance rate of 65%, it wasn't looking good.

#### **Solution**

Marketing Mentors Inc (MMI) interviewed a sampling of sales reps responsible for getting people to the event in an attempt to determine why registrations were so low. The people who sales reps had spoken to provided some enlightening insight into the problems with registration: many people had not even seen or read their invitations, others didn't feel there was any value for them in the event based on the information that had already been provided, and some people were in "survival mode" and would not attend an event that they perceived as a sales pitch when they had no intention of purchasing products.

After considering the responses the reps had received, MMI developed a plan involving a series of twice daily email blasts that were sent each of the remaining 4 business days remaining until the event. Each email blast focused on just one good reason to attend the event – each reason had less to do with selling technology and much more to do with managing through today's economy and being positioned to take advantage when the turnaround occurs. By focusing on just one reason on each email, MMI looked to make

the emails easily digestible even if a recipient had little time and also to make sure at least one of the six emails sent would appeal to each recipient.

Email blasts were sent twice daily in both French and English. Each email was customized with the person's name as well as his or her personalized registration URL. Immediately, the registrations started to roll in. Within 24 hours, 24 people had registered, more than a 100% increase from just a day before. Furthermore, MMI tracked PURL visitors, website visitors, and email opens and passed that information to the sales reps, scoring the leads so reps could focus their time on people who had already identified themselves as those most likely to understand the value in the event.

### **Benefit**

Ultimately, only 96 hours later, 45 people had registered for the event. Furthermore, 80% of the registrants actually attended, indicating that the event's value had been well communicated by the messaging MMI created.

### **The Takeaway**

Companies must be prepared to adjust quickly to customer input and response to ensure the success of any sales campaign. Most important is to remember the goal of seminars, road shows, and webinars is not how many bodies show up, but how many well-qualified people visit and either begin sales campaigns or help to move existing ones to closure. The fact that 80% of the registrants attended is indicative of the combined value the changed messaging and sales force made to get prospects to attend.

Marketing Mentors worked hand-in-hand with support sales in identifying prospects and in providing the messaging they needed to convert them to attendees.

### **About Us**

Marketing Mentors advises companies large and small in their quest to differentiate themselves from their competitors, improve lead generation and teach the sales skills needed to effectively sell higher value products and services. Technology has changed the playing field and the value of the printed page has been reduced to a commodity product. At the same time, technology now provides for the ability to offer complementary products and services, from data management and the internet to fulfillment. The current generation of successful salespersons often lack the skills needed to identify, sell and manage this process.

Marketing Mentors helps companies create the marketing strategies that track success by using smart cross-marketing tactics, lead scoring and data tracking. We can act as your in-house marketing department in providing a variety of services that you may have wanted to pursue but lacked the expertise in areas such as corporate branding, collateral creation, and logo design. Additionally, we act as your back office to provide these same services to your customers.

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