

Sales and Marketing Work Together to Support of an Open House Event

Overview

Watt Printers, one of the oldest printers in Cleveland, OH, plans a “Lunch 2 Learn” event to promote their new capabilities and offerings as a “marketing communications provider.” This case study focuses on the integrated marketing and sales techniques used to generate attendance to the event. We also explore the follow-up and analysis tactics that made the event a worthwhile method of lead generation and nurturing.

Business Challenge

The commercial printing industry has become largely commoditized. To remain successful in the new marketplace, Watt Printers opted to purchase digital printing presses and build out their value added services to become a complete marketing communications provider. In addition to printing services, Watt worked to expand their line of offerings to include personalized URLs, email marketing and general marketing consultation services. In effect, Watt sought to position themselves as unpaid marketing consultants to their customers.

To support these new offerings, Watt needed to sell deeper to their existing customers, educating them on the new services that were available as well as the value of those services. Additionally, the new services opened up a realm of possible prospects that were not available to Watt before the changes were put in place. By expanding their client base effectively now, Watt would be positioned for sustained success once the economy began to improve.

With these goals in mind, an “open-house” event was planned to market these new services as part of a lead generation and nurturing campaign.

Solution

A multi-touch, integrated marketing campaign was developed which included a direct mail invitation to the open house. Recipients could register by visiting a personalized URL. In addition, telemarketing and voice mail scripts were developed to assist reps in communicating the value of the event to prospects. Reps were also given an “e-Invite” to send to prospects after calls or to those who were unreachable.

After the initial mailing, MMI provided daily reports on prospects who:

- had registered for the event.
- had visited their Personalized URL, but not completed their registration.
- had not yet taken any actions.

This allowed reps to focus their time on the prospects most likely to attend, thereby maintaining the momentum created by the direct mail invitation.

Reps were carefully trained to articulate the educational value of the event for attendees. These reps were able to convert many of the PURL visitors who did not immediately understand or value the benefits of the event.

Post-event emails and surveys were developed for:

- Those who attended the event.
 - o survey sought to establish the value attendees perceived in the event.
 - o Survey gave prospects the opportunity to qualify themselves by requesting a follow up with Watt representatives.
- Those who registered for the event, but did not attend.
 - o informed the prospect about the success of the event's attendance rates.
 - o provided information on what he or she missed.
 - o survey included a link to a video of the event.
 - o Prospects are again given the ability to qualify themselves.
- Those who visited their Personalized URLs but did not register.
 - o follow-up email with no survey.
 - o informed on the value of the event.
 - provided a link to PowerPoint presentation.
 - included a recording of the event.

Results

The initial results from the event were very positive:

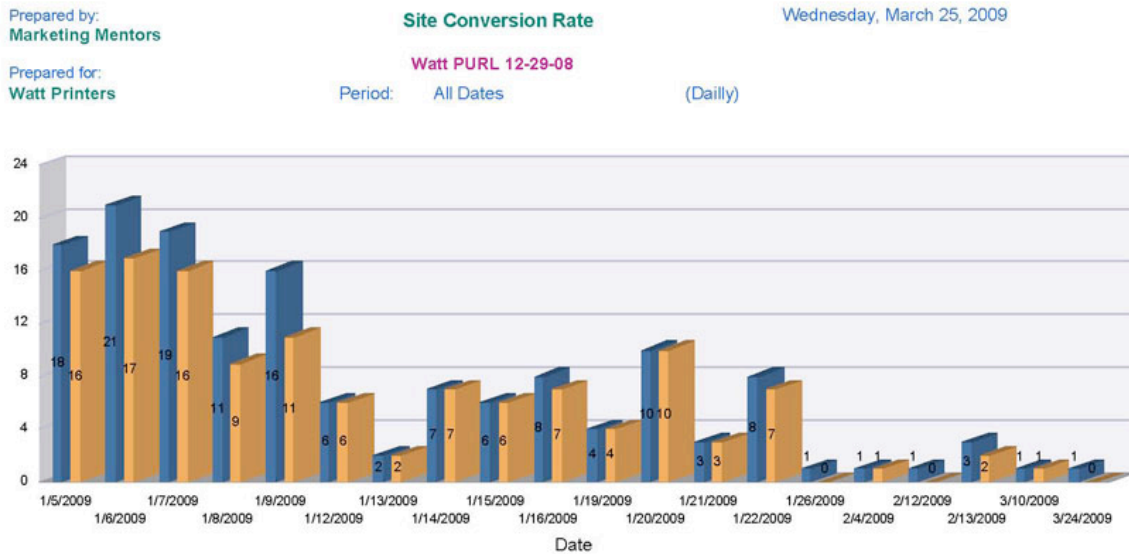
- 700 invitations were mailed, 125 people registered (18%).
- Of the 125 registrants, 104 people attended (83%).
- Many registrants brought colleagues, bringing the total event attendance up to a total 125 people.
- Out of 104 registered attendees, 54 people responded to their post-event survey (51%) and 27 of those people (50%) requested a follow-up meeting with Watt.
- A \$7000.00 event, which included 700 initial prospects, generated 27 qualified leads for a total cost of \$278.00 per lead.

The results also showed the significant impact that the sales rep's articulate and timely follow-up had on both registrations and attendance:

- Of the 146 people who visited their PURLs, 61% did so in the first 5 days and nearly 80% of those people registered for the event.
- When the remaining activity is analyzed, however, it's clear that the sales team's calls to prospects had an immediate impact:

- Over the next 2 weeks, another 56 people visited their PURL when prompted by a sales rep and, of those, 88.6% registered for the event. (Fig A.)

Figure A



Note that the initial bulk of registrations occur in the first few days after the invitations were mailed – followed by a period of little activity. Just a few days later however, activity increases significantly again. This is the influence of a well-trained sales force converting prospects who visited their PURLs but did not immediately recognize the value in the event.

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.

Contact Information

For further information and to schedule a consultation, please contact:

Brett Levenson - VP Campaign Development
Marketing Mentors, Inc
600 Mamaroneck Ave.
Harrison, NY 10528
Suite 400

Cell- 917.601.0234
brett@marketingmentors.com

Or visit www.marketingmentors.com at any time.