



## ImageSet Digital Attracts Attendees to Informational Seminar Through Integrated Direct Mail Campaign

### PROGRAM OBJECTIVE

- Invite attendees to informational seminar
- Learn more about marketing challenges of prospects
- Obtain list of qualified prospects interested in integrated marketing technologies
- Inform prospects of ImageSet's new lead generation services
- Obtain online seminar registration

### DESCRIPTION

When ImageSet Digital acquired a new marketing technology tool for generating leads and improving response rates to direct marketing campaigns, it decided to inform customers and prospects of the new capability with a free informational seminar. To attract attendees to the seminar, ImageSet used the very technology it was trying to promote: an integrated direct marketing campaign.

The campaign started with a seminar invitation mailed to ImageSet Digital customers and prospects which included a personalized URL and an offer to win an Apple iPod for attending the show. Recipients were also offered a free personalized mouse pad just for completing the online survey, which asked questions about respondent's marketing challenges and role in planning marketing campaigns.

Upon logging on, respondents were informed of seminar details, and then asked five questions about marketing challenges they faced. This information allowed ImageSet Digital sales personnel to better understand what solutions to offer to address those challenges.

The campaign generated a 7.31 percent response rate, and the seminar itself generated \$92,000 in new sales opportunities, for a total ROI of 14X. A year after the seminar, respondents are still expressing interest in planning integrated campaigns with ImageSet Digital.

### RESULTS

- **7.31% response rate**
- **\$92,000 in new sales opportunities**
- **ROI of 14X**

### BENEFITS

- Informed customers and prospects about ImageSet's new integrated marketing technology offerings
- Able to learn more about respondents' marketing challenges and buying habits
- Obtained prospect database including permission-based email addresses for future communications

