



TCB Specialties Increases Trade Show Booth Traffic through Integrated Direct Mail Campaign

PROGRAM OBJECTIVE

- **Generate interest and incentive for visiting TCB booth**
- **Capture attendees' contact information**
- **Schedule appointment times for private meetings with sales personnel**
- **Prepare sales personnel for prospect's visit by gathering information on buying preferences and company demographics**

DESCRIPTION

TCB Specialties is a Houston-area marketing company specializing in blood donor recruitment and retention programs for blood banks. Director of Business Development Bill Ball wanted to increase visits to TCB's booth at a recent industry trade show, and came to ImageSet Digital for help in achieving that objective. ImageSet Digital's VP of Sales, Kathi Woolsey, along with sales representative Shane Sutterfield, helped plan and produce a lead generation program which utilized both ImageSet Digital's variable data capabilities, and its automated lead generation software.

ImageSet Digital produced and mailed a postcard to registered show attendees which contained an invitation to visit TCB's booth where they could pick up a free ice chest and register to win a free direct marketing campaign. The postcard contained a personalized URL for recipients to respond to.

After logging on to the personalized URL, respondents were asked questions about services they would be interested in, and were also given the opportunity to request a private appointment with TCB representatives.

The campaign generated a 12 percent response rate and of those 12 percent who responded, 78% requested a private meeting with sales. One prospect ended up signing a \$30,000 contract for services, and other prospects expressed interest in TCB's services at a later time.

RESULTS

- **12% response rate**
- **78% of respondents requested a private meeting with sales personnel**
- **\$30,000 in new sales**
- **ROI of 12X**

BENEFITS

- Sales personnel knew who to expect and thus were able to prepare for each visitor personally
- Able to capture valuable contact information, including permission-based email addresses for future communications

