

Case Study in Service: How a leading expo company rises above the competition.

The Challenge:

At any given time, the tradeshow/convention marketplace is overloaded with multiple marketing campaigns where highly competitive show managers are vying for attendance and exposure. A leading convention company needed to distinguish its Client Retention Management conference from all the competing conferences and the junk mail its potential attendees receive on an average day. They needed to find the most direct and personal approach to ensure potential attendees received critical, time-sensitive information relating to this expo. Finally, they needed to effectively maintain invaluable CRM protocol while communicating to current attendees the benefits of more elite conference/expo packages.

The Answer:

Utilize **ListeNation's Digital Voice Mail Broadcast System (DVMB).**

ListeNation enabled the company to contact tens of thousands of potential conference attendees by creating a personalized DVMB campaign targeting their recipients' voicemail.

The initial message was designed to remind and inform past attendees about the upcoming annual conference. This increased attendance by allowing them to register for the conference and receive an exclusive "early bird" discount.

The second message was created and sent to "industry specific" personnel, informing them of the upcoming event and how they would benefit from attending. This message, delivered by the expo's keynote speaker -- a well respected colleague -- gave these VIPs a personal invitation to attend.

Third, was a follow up message to all registered attendees; thanking them for their loyalty. It offered them an upgrade from their current attendance level to a more exclusive package.

DVMB gave the company a powerful new tool to separate themselves from their competition by personally and effectively contacting their target audience. Thus increasing customer loyalty and ensuring exhibiter success.

The Bottom Line:

CRM expo saw a 27% increase in pre-registration among attendees.

CRM expo saw a 7% increase in "premium packages" purchased.

The ROI: The 7% increase in upgraded packages created an increase of \$9,590 in revenue on an investment of \$2,345 for a campaign of ListeNation's DVMB.