

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

The Challenge:

The Client Retention Management show/convention marketplace was swarming with dozens of expos and multiple marketing campaigns targeting potential exhibitors. It was imperative the company distinguish its CRM expo from all the competing conferences and from the junk mail its potential exhibitors received on an average day. Their task was to find the most direct and personal approach to ensure potential exhibitors received critical, time-sensitive information relating to this expo. Finally they needed to effectively maintain invaluable CRM protocol while communicating with current exhibitors.

The Answer:

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

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

The first message was designed to remind and inform past exhibitors about the upcoming annual conference. Its target was to increase customer loyalty through offering discounts as well as premium exhibit space.

The second message was created and sent to "industry specific" personnel, informing them of the upcoming event and how their company would benefit from marketing at this expo.

Third was a follow up message to all registered exhibitors, thanking them for their loyalty, offering discount group packages for attendees, and giving them additional customer service information.

DVMB gave the company a powerful new tool to separate themselves from their competition by personally and effectively contacting their target audience. This increased customer loyalty and ensured a successful expo for attendees and exhibitors.

The Bottom Line:

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

CRM expo saw a 22% increase in exhibitor registrations.

The ROI: The 22% increase in registered exhibitors created an increase of \$15,000 in revenue on an investment of \$1,308 for a campaign of ListeNation's DVMB.