



CASE STUDY: CONSULTING FIRM EMAIL CAMPAIGN DRIVES ATTENDANCE TO EVENT SHOWCASING NEW PRODUCTS

PROFILE:

- ▶ An elite, international management consulting firm specializing in global project management training and consulting.

SITUATION

- ▶ The customer was interested in driving attendance to their project management training certification seminars nationwide and showcasing their newest product offerings via email marketing.



SOLUTION

- ▶ A comprehensive lead generation program was developed by taking the customer's in-house database, appending email addresses to the names and augmenting with additional prospects from FirstWave's extensive database to substantially increase the customer's reach.
- ▶ A set of email messages was developed for the campaigns that drove high response rates and enhanced traffic to the customer's website.

RESULT

- ▶ By appending the email data to the contacts within the customer's files, the customer was able to significantly increase their prospect universe. This allowed the customer to uncover hidden buyers and influencers they would not have otherwise reached. The email campaigns were geographically targeted and very cost effective, giving the customer a very high ROI on the specific lead generation campaigns and drove repeat business.

For detailed information on any of our solutions, contact us at 1-800-540-6061 or info@firstwave.net

www.firstwave.net