Tame Your Tornado

**Project:** Tame Your Tornado - CPC Solutions Drives Tradeshow Traffic with Cross Media Marketing

**Vertical Market:** For-Profit Education

**Business Application:** Direct Marketing/Traffic Generation/Lead Generation/Brand Awareness

**Business Objectives:** The for-profit education vertical is one area where CPC Solutions has decided to focus. The company helps many schools organize their data and execute direct marketing campaigns using direct mail, email blasts and SMS text messaging. They joined a trade organization that services that industry, the Association of Private Sector Colleges and Universities (APSCU), and made plans to attend its annual convention at the Mandalay Bay Resort and Casino in Las Vegas, NV. They service many non-profit educational institutions as well, albeit in a different capacity.

CPC Solutions developed a direct marketing campaign that would:

- Introduce the company and its unique services while creating brand awareness
- Identify and qualify key prospects and obtain valuable information that could be used to make future communications more relevant
- Implement six delivery components of a targeted message - Personalized URL, Response email, Personalized QR code, variable data digital print, direct mail and email
- Drive relevant and targeted foot traffic to CPC Solutions’ booth
- Allow them to engage people on a personal level in an atmosphere where a connection was already made from the campaign, thus reducing barriers
- Inform other, non-convention going APSCU and non-APSCU members alike, that CPC Solutions was an APSCU member and exhibiting at the convention to help build legitimacy and awareness among this other group
- Obtain two to three new clients in the for-profit education vertical
CPC Solutions’ cross media campaign targeted 782 convention attendees and 2,107 non-attendees

- 11.4% visit rate among those attending the convention – recipient visited their Personalized URL and was eligible to participate in an iPad, iPod Touch and iPod Nano drawing
- Of the visitors, 68.5% (or 7.8% of the convention attendees) made it to the thank you page of the microsite
- Three questions were asked with the following results:

**Results:**

Do you currently struggle with disparate marketing systems and data?
- Yes – 25 or 40.1%
- No – 35 or 57.4%
- No answer – 1 or 1.6%

I am interested in a personal webinar on how your services can help our organization.
- Yes – 19 or 31.1%
- No – 41 or 67.2%
- No answer – 1 or 1.6%

Enter me in the contest to win an iPad, iPod Touch or iPod Nano.
- Yes – 60 or 98.4%
- No – 1 or 1.6%

Activity Report

Visitor Traffic Grouped by Weekday

Welcome Page Visitors by Date

Demographics

Visitors Mapped by IP Address

Top US States
Method of Response:

- QR Code scanned from direct mail piece – 14 or 23%
- PURL from direct mail piece – 27 or 44.3%
- Email – 21 or 34.4%

Webinars and Show Response:

- Two webinars were conducted before the show and a meeting was scheduled at the show with an important existing client.
- At the show, many people knew who they were and positive comments about their direct marketing campaign came from many of the marketing professionals. They had instant rapport with many of the attendees.
- Two more webinars were done after the show, within 10 days, and nearly 15 more remain in the pipeline to be scheduled.
- A few of the attendees expressed a sincere interest in their services and wished to be contacted immediately to start discussions.
- One proposal was submitted three weeks after the show.
- One very large institution, with an immediate need, called CPC Solutions explicitly because of the direct mail campaign and booth exposure. Interestingly, this potential client did not respond through the PURL nor did they sign up for the drawing at the event. So, their potentially largest opportunity does not even show up in the statistics above, which is why data should be taken with a grain of salt.
- CPC Solutions feels the tradeshow, combined with the direct marketing campaign, gave them significant exposure and access to their core target market.

Target Audience and Messaging:

CPC Solutions has a unique way of managing a school’s data on prospective students and uses that system to execute ongoing direct marketing campaigns. These marketing messages are sent using direct mail, email and SMS (short message service). The challenge was how to best illustrate the struggles marketing departments and schools experience, while explaining this somewhat nebulous product/service offering, based in the “cloud.” The answer was a tornado, a tornado of data and information that needed to be tamed and made to work for their clients. From there, the Tame Your Tornado campaign was born.

For the show, the team needed props that would stand out and be noticed. It all came together when they found a cash machine to rent, intended to simulate a tornado, which they aptly named the Tornado of Terror. This, along with successful “carnival barking,” provided the attention needed to engage the attendees in a fun and positive way. No detail was left undone, right down to the money in the cash machine, dubbed Tornado Tender, which had the images of the three salespeople who attended the show.
Offer:
The offer was designed to make a statement and reflect the values of CPC Solutions. In addition to the three grand prizes, which consisted of an iPad, iPod Touch and iPod Nano, CPC Solutions gave away battery operated glow sticks if a Tornado of Terror participant grabbed a specially designed piece of cash. It was a hit.

The Offer’s Response:
- Their email address was required to enter the drawing.
- The last mailer, drop 4, had a card worth 10 extra chances if they stopped by the booth. 7 turned in their card (4 of which had initially responded to the campaign).
- The big draw was the cash machine dubbed the Tornado of Terror, where attendees could give their best shot at accumulating Tornado Tender, personalized pieces of cash with each salesperson’s face emblazoned upon it. Each piece gave the participants more chances to win. 59 people took their chance in the Tornado of Terror (18 of which had directly responded to the campaign prior to the event).
- An interesting fun fact: A record 50 pieces of cash were captured in one 30 second session; the runner-up coming in at 38 pieces.

List:
As tradeshow participants, they were given a list of all attendees over the course of several weeks. That list was augmented by the APSCU member list and the entire list was appended to include other for-profit schools. The append data work was done by one of their partners, Innovative Database Solutions (IDS), Justin Hamilton, www.idatabasesolutions.com. The attendee list was also scanned for non-school participants, which were removed, thus qualifying every record as a potential real client.

Campaign Architecture and Creative:
As any marketing professional knows, the more touches, the greater the response. CPC Solutions was dealing with a market that had never heard of them; much less know what they could offer. It was imperative that the direct mail pieces were noticed and that the recipients were consistently targeted with their message. The tornado became the logo of the campaign and it was the common thread in every piece. Recipients were directed to a personalized URL, where fields were pre-populated with basic contact information. CPC Solutions chose a two page format for the microsite consisting of a combined welcome, survey and contact page and ended with a simple thank you page. Once completed, the respondent received a branded confirmation email reminding them again to visit booth 837.
**Drop 1:** Personalized postcard, 11 x 5.5, 4 plus gloss UV/4, 100# matte cover

Is there a tornado of ineffective and unrelated communiqués swirling between you and your prospective student?

Sonia, we have researched and understand the difficulty of working with legacy information management tools. Do you feel trapped in a whirlwind of competing, non-cooperative systems? CPC specializes in creating comprehensive, custom solutions geared toward managing the storm with success. As fellow APSCU members, we can help you control your data storm and add real value to your development efforts. Call Rick Topper at 970-261-5877 or email him, rickt@cpcsolutions.com.

Terrance, CPC Solutions and their technology partners specialize in piecing vigorous marketing programs together. One brick at a time we can build your solution by aligning your CRM, data and marketing media channels. When you add in the value of immediate analytics to measure your overall results, the strength and stability is extraordinary.

TerranceChong.TameYourTornado.com

---

**Drop 2:** Personalized brochure, 17 x 11 folded to 11 x 5.66, 4 plus gloss UV/4, 80# matte cover

Make the energy of your marketing tornado work for you.

Terrace, no need to wait for the convention, call Rick Topper at 970-261-5877 or email him at rickt@cpcsolutions.com to experience our single source solution today.

TerranceChong.TameYourTornado.com
Drop 3: Personalized double thick postcard, 8.5 x 5.5 with perforated panel, 4 plus gloss UV/4, 24 pt C1S (finished product thickness)

Dean,

Have you found that the “cloud” can quickly mutate into a tornado? Despite its destructive power, your data tornado can be tamed to serve you, and we have the network software to make that happen. By incorporating the capability of cloud computing, you can conveniently manage your marketing tornado from your desktop.

Visit your personalized site DeanRickman.TameYourTornado.com to opt in for a personal webinar and great prizes.

Ready today to find out how our single source solution can help?

Please call Rick Toppner at 970-261-3877 or email him at rick@apscu.com.
Drop 4 (attendees only):

Personalized letter with attached vinyl card, 8.5 x 11, 4/0, 7 pt matte reply card;

Personalized poster, 17 x 11 folded to 8.5 x 11, 4 plus satin UV/0, 100# matte cover;

9 x 12 catalog envelope, 2/0, 28# white wove.
Reasons for Success:
CPC Solutions had many leads to follow up on in the weeks and months after the show and gained remarkable brand recognition with their Tame Your Tornado campaign. Even those that chose to visit their microsite, but not complete it became viable leads, as they showed interest and curiosity.

Best practices learned from this campaign are:

Attend tradeshows and conventions: Attending a tradeshows are present is an excellent way to solidify relationships and start new ones.

Market before tradeshows: CPC Solutions found it extremely beneficial to target the attendees before the beginning of the convention. Once at the show, they found that many people recognized their brand and their Tame Your Tornado campaign as they walked by.

Three to four direct mail pieces: Four direct mail pieces with four email blasts (for the few that provided email addresses) worked very well, especially since CPC Solutions was new to this association and the market in general. Future events may require only two to three pieces.

Keep the PURL simple: CPC Solutions likes to keep the microsite to a total of two pages. They feel a respondent is more likely to continue if they experience a greeting, a few questions and see their contact information prepopulated – all at one glance. And ask questions that are useful instead of just cute. At a cursory glance, CPC Solutions knew that 19 respondents wanted a webinar before they even set foot on the convention floor. One of their three survey questions was about the webinar.

Plan for mobile: Whether a person accesses their PURL through a QR Code scanner or their mobile phone’s website browser, you have to be mobile friendly. This includes keeping it short and simple and allowing for multiple choice questions and drop down menus, while minimizing the typing inputs.

Client: Self-promotion
Campaign Provider: CPC Solutions • cpcsolutions.com • 970-242-3312
Hardware: HP Indigo 5500
Software: FusionPro, FusionPro Expressions, InDesign, Photoshop, MindFire
Target Audience: For-profit education providers
Distribution: 2,889 total with the 782 convention attendees being the primary focus
Working Partners: Salesforce.com, Genius.com, IM2 and Innovative Data Solutions (IDS)
Campaign Dates: May to June, 2012