

LEAD CONVERSION



Good Tidings Doubles Show Attendance and Gains 66% in Revenue Using *the* **echo** effect.

the company

Good Tidings is a wholesale importer and manufacturer of Christmas and Halloween products and a division of Commerce Corporation, one of the largest lawn and garden specialty distributors in the United States.

Good Tidings has a very limited sales cycle due to the seasonal nature of their product line. In the first quarter of each year, Good Tidings holds an 11-week 'buyers

show.' The majority of sales orders for Good Tidings are generated during this show. In the past, Good Tidings marketed this event by sending out a direct mail announcement to buyers. Sales representatives would then follow up via telephone to boost show registration and attendance. In 2006, 219 buyers from companies across the U.S. attended the event.

the challenge

Good Tidings had limited information available on clients. Data varied depending upon the client, only randomly including email addresses or zip codes. Our challenge was

to devise a way to reach every client via multiple channels, gather updated information, and drive clients to the show.

the solution

After 'scrubbing' the supplied database to eliminate erroneous/incomplete data, our creative team designed a multi-channel, user-friendly campaign that supported the Good Tidings brand. From there, our technology team produced a web-based user registration page personalized to each user (accessed via the personalized URL or pURL information provided on the postcard and

brochure). In addition to print and mailing services, **echo** also handled data collection. This included fax-back forms, as well as web-based and standard BRC form registrations. **echo** compiled all the various response information into a single 'pure' database to be used as a foundation for future Good Tidings campaigns.

the campaign

1. An over-sized postcard was mailed to targets to create a buzz about the buyer's show. The postcard incorporated a personalized URL (or pURL). The pURL provided a real-time metric to measure requests for more information.
2. An invitation packet (including a four-color flyer, a letter with a personalized invitation and an early registration incentive) was mailed to each prospect. The packet provided several ways for recipients to register for the show, including fax-back forms, BRCs and access to web-based registration via a pURL.
3. A follow-up email was generated from data gathered via the pURL, fax-backs, and BRCs. The email included updated show information that encouraged buyers to register if they had not yet done so.
4. Finally, an in-person visit from a member of the Good Tidings sales team was employed to engage significant accounts.



Postcard



Email



pURL

Invitation Packet

the echoeffect:

The solution exceeded everyone's expectations...

- 📍 Revenue increased from **\$4.9 million** in sales to more than **\$7.5 million**.
- 📍 Registrations to the holiday show increased from **261** in 2006 to **419** in 2007, a **62% increase**.
- 📍 Good Tidings now has a database with more complete information from which to grow their business.
- 📍 Sales personnel are able to focus on what they do best - sell vs. spending time calling on prospects to RSVP.