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Project:	EU Services Increases Business Through Educational Seminars
Vertical Market:	Printing Services
Business Application:	Direct Marketing/Lead Generation

Business Objectives

Every spring and fall EU Services hosts four seminar classes for customers and potential customers at their Rockville, Maryland facility. This “EU University” was created to provide customers with the tools and knowledge to help them improve their direct marketing efforts.

Previous campaigns to drive registrations incorporated postcards and calls from sales representatives. However classes were not filled and registered people would often not show up on the day of the class.

EU Services needed a campaign that would:

- Increase seminar attendance
- Showcase EU Services’ ability to run an effective multi-touch, cross-media campaign
- Decrease the number of registered people that don’t show up for the seminar
- Capture information about customers for use in future communications and prospecting
- Generate new business

Results

- 58% increase in attendees over the previous year
- One of the most popular classes focused on building cross-media campaigns. In this class EU Services was able to use this campaign as a case study to explain the concept
- 44% decrease in the number of “no-shows”
- The campaign generated four new customers at an 18% conversion rate and a \$244,000 return on investment
- Collected data on prospects such as job title, job experience and confirmed mailing address and email



Campaign Architecture

To promote the Fall 2007 EU University classes, EU Services' marketing team developed an integrated media approach that included multiple mail events, emails and personalized URLs (PURLs). Before launching the campaign all the direct mail, emails and web page copy was created so that the campaign could be fully automated once it was rolled out.

Since the first class in the EU University program, "Maximizing Your Donor Files," targeted the nonprofit vertical market, a postcard was mailed out to just this segment in August. Recipients of the postcard were asked to visit their PURL to register for the class.



At the end of September a brochure advertising all four of the classes was sent to contacts in EU Services' house list. The brochure again directed recipients to visit their PURL.

People who visited their personalized landing page were asked to verify their contact information, which was used to update EU Services' customer database. Visitors could then register for the next class or indicate they were interested in knowing when registration opened for future classes. Responses were captured and placed on one of two lists being generated in real-time – either a registration list or an interest list.

Spring 2007 Seminar Registration Form

EU SERVICES Your Single Source for Direct Marketing Production

Follow The Road To SUCCESS

AT OUR FALL 2007 Seminar Series

REGISTRATION FORM FOR MAXIMIZING YOUR DONOR FILES

First Name: _____ Last Name: _____
 Title: _____ Email: _____
 Company: _____ Phone: _____
 Address: _____
 City: _____ State: MD Zip: _____

Seminar Selection
 Maximizing Your Donor Files
[Additional info on upcoming seminars](#)

Customer Registration is FREE
 Non-Customer Registration is \$99
 We will contact you prior to final confirmation.

What is your level of experience?
 Less than a year

What question would you like answered at the seminar?
 Transportation from Rockville Metro Station
 An EU Services plant tour after your seminar
 Subscription to EU Flash monthly e-newsletter (opt-in only)

Please indicate here if you would also like:
 Transportation from Rockville Metro Station
 An EU Services plant tour after your seminar
 Subscription to EU Flash monthly e-newsletter (opt-in only)

Refer a Friend: We request that no more than 3 people be added from your organization due to limited space, please send from the link or ID our files for them.

EU Services | 669 North Hanover Ln | Rockville, MD 20850-1299 | 800-250-3342
www.eu-services.com/Website/Forms

EU Services found that if people registered for a class months in advance they were more likely to not show the day of the class. So for the Fall 2007 campaign they only opened the registration for each session one month before the class.

People who were on the interest list for a class were the first ones to receive an email notification that the registration was now open. Each class had a maximum capacity of 45 attendees. After notifying the interest list, if there was still room in the class, EU Services would then send an email to its broader customer list. Respondents could sign up using a PURL within the email.

To eliminate the possibility of individuals signing up multiple people using one PURL, the first and last name field on the registration form was locked so that individuals could not change information. EU Services instead offered the option of referring co-workers. The referrals gave EU Services the opportunity to get new contacts, perhaps even in different departments, at existing client companies.

Target Audience and Messaging

The target audience for this campaign was senior level marketers at existing client companies and prospective customers within EU Services' house list.

Offer

Class topics in the Fall 2007 EU University program ranged from production techniques and leveraging customer data to cross-media marketing strategies. The classes are led by experts on the EU Services team as well as direct marketing experts in the industry. Seminars are offered free to EU Services' customers and non-customers are asked to pay a nominal fee.

For the class that specifically targeted nonprofits, "Maximizing Your Donor Files," an additional offer was made. Registrants could enter a drawing for a free major gift screening of their house list of up to 5,000 records. The screening, valued at \$6,900, would identify prospects within the customer's existing database who should be targeted for major gifts.

Creative and Outbound Pieces

The creative on all of the pieces centered on a “Road to Success” theme, utilizing images of an open road. Class names and session description copy carried on this same theme.

Reasons for Success

This campaign was a great success for the marketing department not only because of increased response rates but also with the automation efficiencies built into the workflow. EU Services previously relied on their sales representatives to push clients to register for EU University classes. Using a cross-media approach allowed sales representatives to stay focused on selling and the marketing department drove 95% of the registration.

Their customers found using the PURLs convenient and the ability to refer co-workers gave EU Services some new contacts to work with.

EU Services’ educational seminars have been recognized by their customers in the bi-yearly NAPL Competitiveness EKG survey as one of the best resources available.



Client	EU Services
Print Provider & Agency	EU Services www.euservices.com EU Services is a single source provider for direct marketing production. They help direct marketers integrate their online and offline messages using print collateral, direct mail, email and personalized URL production. In addition, they build unique management solutions for one-to-one messages, cross-media, online inventory, Web-to-print and response reporting.
Hardware	Xerox iGen3 with Creo Spire 2.6
Software	XMPie uProduce
Finishing	Kirk Rudy Tabber
Target Audience	Marketing contacts at current and best potential customers
Distribution	6,880
Date	August 2007 – December 2007