



## Case studies in content-relevant marketing campaigns



## Cross-media event and lead generation campaigns

### BACKGROUND

HealthCare Partners Medical Spa was planning its annual holiday party and boutique, an event that gave existing and prospective clients an opportunity to celebrate the holidays at its spa and sample offered treatments. In the past, the company had sent a traditional invitation with RSVP information. The response had been inconsistent, requiring a dedicated staff member to track those who did and did not respond. Additionally, they needed another person to follow up with the non-responders when response rates were low. Overall, their program was cumbersome to manage and needed structure and consistency.

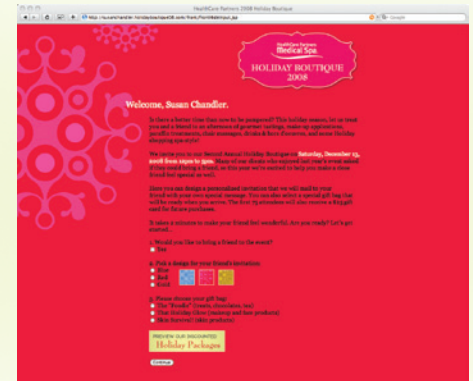
### OBJECTIVE

HealthCare Partners Medical Spa turned to V3 to develop a program that would:

- Increase response and attendance rates, and interactions with prospective attendees.
- Expand the prospective customer base at the event.
- Clarify the value proposition to potential attendees.
- Make the campaign easier to manage.
- Decrease administrative and sales costs.



(fig: A)



(fig: B)

## THE WALK THROUGH

Our approach was to create a personalized and festive holiday event promotion that used different media to achieve HealthCare Partners Medical Spa's program objectives. The first mailing, "Save the Date – and Bring One Too." (fig: A), was a postcard that invited prospective attendees to the boutique, teased them with information about the goodies available at the party, and gave them the opportunity to invite a friend. The mailer included event information and a Personal URL (PURL) through which the recipient could RSVP (fig: B). Subsequently, we sent follow-up email invitations at regular intervals to increase the likelihood of response — and attendance.

When recipients logged on to their PURL, they could select a gift basket and preview holiday discount packages. They were also able to design a custom invitation for their guests, choose a unique color scheme and include a personal message. Recipients' responses were sent to our server, which generated, printed and immediately mailed their customized invitations (fig: C). This new invitation also directed the recipients' guests to matching PURLs, where they would confirm their attendance and choose their own gift basket (fig: D). All attendees received follow-up confirmation emails.

## THE RESULTS

With this cross-media campaign, HealthCare Partners Medical Spa saw a 60% increase in response rates and had a new prospect pool, consisting of the friends of current clients. The solution reduced the need for follow-up sales calls to non-responders, and automated functions eliminated most of the administrative functions associated with managing such a program. And by providing the company with real-time RSVP responses rates on demand, it could more accurately plan and manage the event's catering and gift needs. We helped HealthCare Partners Medical Spa successfully accomplish its primary objectives: improved response and attendance, effective lead generation, greater efficiency and cost savings.

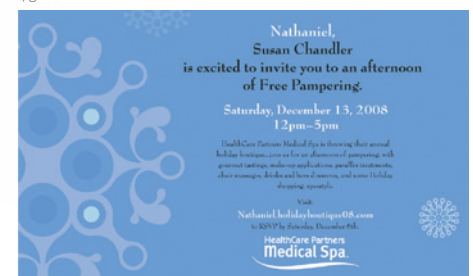
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(fig: C)



(fig: D)



(fig: C)



(fig: D)