

BMA Indianapolis Circle Awards

Category Name & Division #:
Tradeshows and Events #21

Name of Entry:

Electronic Strategies, Inc. (ESI) – November 2004 Open House

Target Audience (size, job title and function – describe each segment if more than one reached):

Primary Target Market – Current customers and prospective clients. Owners and managers responsible for IT buying decisions.

Description of Product or Service Advertised:

ESI is a rapidly growing IT firm that outgrew its main facility in the fall of 2004. Along with moving to a new location ESI wanted to upgrade the look of their website and put on an open house event to show off their new facilities and attract new customers. The event needed to promote ESI vendors and showcase new technology and services.

Single Most Important Marketing Communications Objective:

Show appreciation to current customers while introducing new prospective clients to the ESI culture. ESI wanted to achieve this objective by creating an informative but fun event that would be memorable to the guest.

Results:

The ESI Open House event preparation started with a press release announcing the move of the company to a new location. A new website was created to communicate the change and a new philosophy of caring. A new company slogan was created “*caring people. make IT happen*”. Comedian Lloyd Work (employed by the Indianapolis Colts in 2004 to entertain fans) was hired to entertain guest with his Buck Foley character. A direct mail invite was sent to 350 clients and prospects for the Open House. A series of email invites were sent to 375 clients and prospects. All attendees received an ESI Care Package to take with them.

Results Breakdown

Public Relations: The press release distribution resulted in a **feature in Inside Indiana Business’s web page and email newsletter.**

Email Marketing: Of the 375 emails sent the campaign achieved a **57% open rate.**

Event Attendance: **Over 100 people attended** the event achieving a **30% response rate.** The event generated **27 new business leads** of which **6 have been converted to new clients.** The new clients have generated over **\$100,000 in annual revenue.** ESI projects more revenue from the contacts made at the event for months to come. Several existing clients that attended **increased their purchasing by 2-4%.**