

# Imagination



## Event Management Made Easy

Although February's weather may not show it, spring is right around the corner, and for many businesses, that means...**trade shows!**

If you're in charge of your company's upcoming trade show exhibition or event, you've got your hands full. Most likely you're familiar with the traditional ways to market your event: pre-event invitation, follow-up calls by sales reps, printed marketing materials, such as registration forms, brochures, and agendas. And then of course there's the tedious post-event task of recording visitor data and sending follow up information and thank you letters.

**So, what if there was a better way? A way that could simplify the process and make your job easier?** ImageSet's new suite of IS Direct Source products can provide the best solution for automating your marketing. Here's a few of our **marketing automation tools** which can help you promote, track, and manage your next trade show or event:



### The Invitation

Whether printed or emailed, an invitation can

include a link to an electronic registration form pre-populated with the recipient's contact information. The form could also ask for specific areas of interest, which can be a valuable sales tool in planning what sort of marketing materials or staff expertise needs to be available at a show or event. An email invitation can be set up to be forwarded and/or shared via social media, further expanding your invitee list without any extra work on your part.

## Need a better way to manage and promote your event?



### IS Direct Event

Promote, track, manage and survey your event with our easy-to-use, cost-effective

modular online registration and communication tool.

#### Results

Multiple events for USAA needed automated paperless campaigns. We designed a private secure site where registrants could view event information on smartphones or iPads. We mapped the process, tracked responses, provided agendas, speaker bios, a hotel portal and post-event survey.

## Need a solution for recruiting qualified candidates?



### IS Direct Recruit

Our interactive recruiting system gathers data, produces targeted personalized responses and helps ensure the best-qualified candidate to nurture.

#### Results

The University of Houston's recruiting campaign achieved a 50% increase in annual enrollment. Demographic data can now be used to effectively identify quality candidates.



### Tracking

Data which can't be managed or tracked is useless. A typical marketing automation system contains a comprehensive marketing dashboard enabling marketers to see who is responding and analyze results. Non-respondents can be automatically sent a second or third invitation. Contact information can be exported to a CRM system and rated according to response data.

## Need help in putting it all together?



### IS Direct Resources

ImageSet's extensive creative and production resources are the back end for making your marketing campaign come to life. Whether a single project or a multi-faceted campaign, our production support includes:

- Creative services
- Digital printing
- Large format printing
- Specialty printing on synthetics
- Mail processing



### Event Communication

Ever wished you could communicate with your customers and prospects during the show? By integrating text messaging you can send event updates to attendees. And by adding a 2D Barcode you link attendees to the event's informational microsite, giving easy access to schedules and venues via their smartphone.

Event managers can even communicate schedule changes or appointment reminders to registrants in real-time via their smartphone.



### Follow-up

Communicating with attendees after the event is a critical component to successful event marketing. Relevant follow-up such as thank you emails or customized surveys can strengthen a host's relationship with attendees. In advance of the event, follow-up communications can be set up to trigger after the event, ensuring timely communication while the event is still fresh in their minds. **Something to consider: Studies show that 80% of trade show materials never make it back with the attendee.** ImageSet's IS Direct Event solution can capture attendees interests and send custom marketing materials to arrive at their office after the show.

**So, as you're facing the daunting challenge of pulling together your company's next event or trade show, think marketing automation. It might mean not only a more successful show, but also a more efficient and relaxed you!**

## Good Things To Know

### Keep It Personal

A recent study conducted by independent research firm ResearchNow found that personalized ads lead to a marked improvement in a marketing channel's perceived influence, as well as a channel's ability to encourage consumers to take action. Contrary to popular belief, 70% of respondents said they are comfortable receiving ads and content crafted specifically to them.

*Sociomantic Labs*

### Get It Right Or Else!

A new social login and personalization study reveals 96% of consumers acknowledge having received mistargeted promotional information. Of those, 94% have taken steps to break off their relationship with the brand or service, including automatically deleting emails (68%) and unsubscribing from lists (54%).

*janrain.com*



### Facebook Topping Out?

A newly released survey shows that overall use of the world's most popular social media, Facebook, may be prone to decline. The survey, conducted by the USC Annenberg Center for the Digital Future and Bovitz, Inc., found that almost one-third of all Facebook users will use the service less within five years while current use of quick messaging sites like Twitter and Instagram is growing rapidly.

*USC Annenberg News*

## University of Houston Recruiting Campaign Contributes to 50% Increase in Annual Enrollment

### Program Goals

- To attract 1,000 new Engineering prospects for the 2012-2013 school year
- To attract higher caliber students
- To come across to prospects as “High-Tech”

### The Challenges

As is common in many universities, University of Houston Cullen College of Engineering’s recruiting department is relatively small. Many of the support personnel are students, thus providing little consistency in the recruitment process. Furthermore, there were no standards in place and virtually no automation, making follow-up with prospects difficult.

### The Solution

The target audience focused on:

- Students requesting information about

- Cullen College from kiosks set up in Houston area high schools
- A select group of student records acquired from SAT and ACT lists
- Students making inquiries from the Cullen College website

Working with the Executive Director of Communications, ImageSet identified eight different programs within the College of Engineering: Biomedical, Chemical, Civil, Computer, Electrical, Industrial, Mechanical and Petroleum. ImageSet developed an online campaign for each of the eight programs. Using a “Students Recruiting Students” theme, a video was created for each of the programs, featuring a student talking about his/her reason for selecting the University of Houston. The video was featured on the landing page of each campaign. Campaign content focused on the value of the degree, including average income expectations and employment opportunities at graduation.

- The campaign also offered subscriptions to blogs and other university materials. Following a response, prospective students then received a series of personalized emails which arrived immediately and then 7, 14 and 21 days later.

### Results

- 1,000 prospective new students within the first 90-days of the campaign
- Responses captured through the website increased the traffic to the campaigns 5X
- Cullen College of Engineering recruitment is up 50%
- Client now has demographic data which can be used to more effectively identify quality candidates
- Client has access to a “Live Leads” dashboard, which gives extended trend reports
- Client is able to track which leads came through the campaign pages

## Direct Mail and Donations: Age and Income Matter

According to the latest survey by global research company, YouGov, **direct mail is still the strongest tactic for charitable donations**, with age and income factoring into which media works best.

- Mail arriving in the home is particularly successful with those over age 55; 25% of those 55+ made their last gift in response to direct mail compared to 14% of 18-34 year olds.
- Lower income households also respond strongly to direct mail with 29% of those earning \$40k or less responding to direct mail for their last donation, compared to 18% of those earning \$80k+.

<http://printinthemix.com>



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**Smart marketing works.**