

BEYOND THE BUSINESS CARD

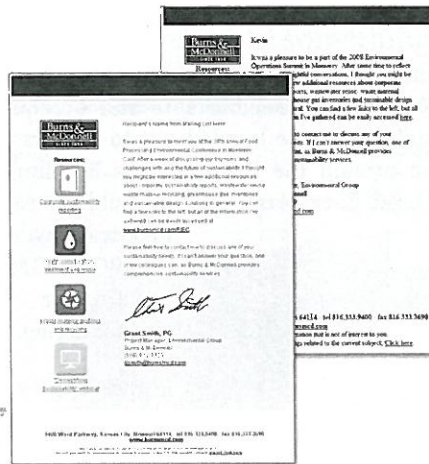
We've all gone to an industry tradeshow, gathered names or business cards and then came home, only to put the cards in a stack on top of the cards from the last two shows. The only time we've touched them again is to make two stacks out of them because the original stack is too tall and falling over.

To stand out in the blizzard of business cards, **Burns & McDonnell** (Kansas City, MO), a 3,000-person engineering, architecture, construction, environmental, and consulting solutions firm, uses its database-driven content-rich web site to create mash-up pages targeted at the tradeshow audience.

It cost only the time of in-house staff to prepare the site and the e-mail, if you bill that time at \$25 per hour it is approximately \$100 bucks (four hours time) because all the info and infrastructure to do this was already in place.

On the other hand, targeted e-mail touches used as tradeshow follow-ups can drive contacts back to mash-up pages, webinars, white papers or other value-added information. They are an easy and cost-effective way to continue the conversation with clients and prospects you meet at tradeshow.

These pages contain basic information on services to the targeted industry. Then the firm peppers the page with value-added information such as podcasts, webinars, white papers,



articles and case studies specific to the target audience and the services they buy.

Distribution is typically about 30 to 100 people and results vary between 3% to 5% return based on reply to a single e-mail. Marketing staffers send the e-mail the week after the trade show, giving everyone time to get back to business before the e-mail reaches them, but they don't forget they met you.

Before the show, Burns & McDonnell assembles the page through their content management system; after the show they

create the e-mail based on feedback from the attendees on topics of interest. They adjust the content of the web page as needed to have the relevant content, and then use their e-mail marketing system to send a personalized e-mail to each person they made contact with.

The e-mail greets them by name and expresses how nice it was to meet with them at the conference. It goes on to provide links and conversation targeted at their specific concerns. Although the creation and sending are automated, the e-mail comes from the person they met; they can reply directly to that person.

Burns & McDonnell follows Can Spam protocols to make sure the e-mails are welcome, and can track traffic connected to the campaign. It's easy because these pages are typically unique, so the traffic can all be tied back to the post-show touch.

Integrating your live presence with an electronic touch is the right way to leverage new technologies. It provides an avenue where you and your prospect do not have to have the awkward phone conversation, but it accomplishes the same goal: a value-added touch and a reminder of the types of solutions you can provide for the problems they face. When the prospect replies to find out more, it's a welcome conversation. **E**

UNEXPECTED THANK YOU GIFTS

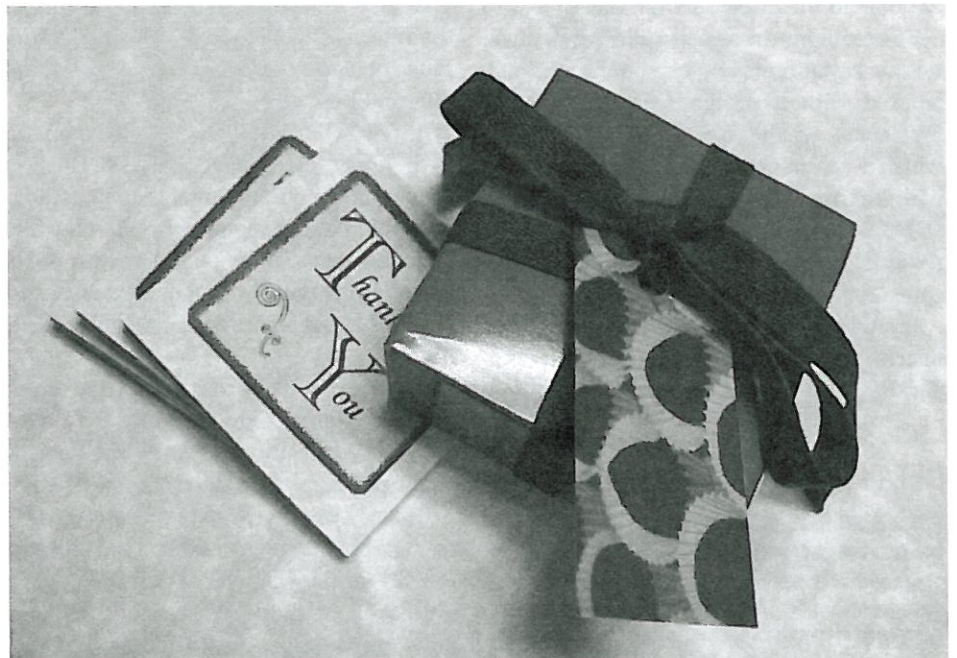
Sometimes firms need to stop pushing services and products and just say thank you to their clients. Such was the case for **Integrated CADD Services** (Boston, MA), a four-person technology consulting firm specializing in Building Information Modeling software sales and support.

In early February, when the barrage of holiday greetings had been cleared from clients' desks, ICS developed a mailing targeted to clients located within New England that had purchased an ArchiCAD subscription plan within the previous year.

The mailing, sent in a 5.5 x 3.25 x 2.25 inch white box, contained a four-piece box of artisan chocolates and a 2.5 x 2.5 inch (2.5 x 10 inch unfolded) square, accordion-folded "thank you" note.

The thank you note, sized to the same dimensions of the chocolate box, thanked clients for their continued patronage and reminded them of the benefits of the ArchiCAD Subscription Plan. The chocolates, crafted by ICS' previous marketing director were familiar in name and served to remind clients of the long-term family atmosphere of ICS.

The chocolates were nestled within a bright red box with eco-friendly blue twill ribbon, the color palette for ICS' brand. Within two short weeks of the mailing 20% of recipients had



contacted ICS both to thank the company for its gift as well as to inquire about other product offerings, resulting in \$15,000 in quotes being generated.

The mailing was sent to 100 clients with a

cost of just under \$6 per person. Helping to keep costs low was the use of internal staff for graphic design, production of the thank you note and final assembly of the mailing. **E**