



2770 Arapahoe Road | Suite 132, PMB 233 | Lafayette, CO 80026
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Direct Hit Marketing
On-Line Event or Tradeshow
Micro-Segmentation Study with Actionable Tactics Planning
(Being heard through the Pandemic Noise)

Many associations and other types of organizations are moving to online only programs until the pandemic clears. This maneuver protects participants, attendees and staff. I agree that this is the best position to take until we have better information and direction in regards for safe live events. Some events were already in a virtual format and will remain that way.

The change to the Online Event format along with the COVID 19 pandemic creates a number of new marketing challenges. These include:

1. A lower perceived value to the participant or attendee because of the loss of the face-to-face interaction with the key vendors and keynote speakers.
2. The loss of important face-to-face networking with peers.
3. Reduced marketing budgets within your past attendee audience segments for at least the next year.
4. Reduction in eligible staff that would attend from current attendee and prospect locations.
5. Consolidation and contraction in certain market sectors. Your marketing universe has shrunk.

This all adds up to lower conversion rates using typical marketing tactics. If there has ever been a time for micro-segmentation with data directed relevant messaging, it is now.



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Segmentation Study and Development

If there has ever been a time for micro-segmentation with data directed relevant messaging, it is now. Yes, I did repeat myself. It is that important.

Most organizations have a wealth of data. This data should be refined into micro-segments that would receive relevant messaging based on title, function, demographics and organizational type. Certainly, past attendance profiles would be a key ingredient as well.

I recommend an examination of the last three years of attendee data. This study would interrogate the data looking at trends by title level, functional area, and business type and create the top profiles for various online programs (annual events or special events). We would enhance the data to include custom Title Level and Functional area coding using our Title Max enhancement tool. We would also include all relevant demographics or consider appending this information to enhance the study.

From these findings, Direct Hit would develop targeted audiences based upon attendance behavior and demographics. We would most likely enhance these segments as well with recency codes to decipher its impact on conversion rates.

As an example, a new logical segment within the enhanced data might be “prospect 13 to 24 months, Senior Management, Sales Function, from the alpha industry, company size of 500 to 1000 employees. Another might be Loyalist Attendee (attended three of the last five events and attended within the last two years), Mid Management, Operations Function, from bravo industry, company size 51 to 100.

This type of micro-segmentation will allow for personal and relevant messaging that general marketing campaigns miss. I believe that this is a core tactic missed in the recent past and essential for post-pandemic marketing success.

The competition is already pounding the prospecting universe with the same general messaging regarding their online course offerings. If there has ever been a time to break through this noise and clutter, it is now. Data-directed relevant messaging provides a communication pathway for your association or organization to improve online attendance even with the decreased event marketing budgets that remain during this time of hyper-uncertainty.



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I believe that allocating a small percentage of the event marketing budget for a micro-segmentation study before marketing campaigns are developed would be a wise decision that would pay dividends with each online-event marketing campaign. This effort and investment may improve conversation rates by as much as 10-20%. This will easily translate in to revenue amounts that far exceed this marketing analysis investment.

E-mail channel Micro Segmentation Actions

The segmentation study will include all the data enhanced with the segmentation coding noted above. The association would deploy key segments with special messaging campaigns. This will require:

- New e-mail campaign messaging with the subject line testing for key segments and segment groups.
- The selection criteria would include attendee behavior codes for one-timers, first timers, abandons, loyalists, and super loyalists.
- Recency codes based on last year of attendance.
- Relevant Demographic codes
- Title Level Code Owner/Partner, Senior Management, Mid Management, Entry Level Management, and Non-Management.
- Functional Area, which includes Areas like Sales, Marketing, Operations, Finance, etc.
- Organization or Business Type along with business size (number of employees).
- Each campaign would embed these micro segment codes for analysis. We can help with smart coding design that will provide the best measurement standards for trending.
- The measurement of each micro-segments performance is critical. Knowing the real conversion rate of each segment within each On-Line Event offer will help frame successful campaigns over time that will yield improved conversion rates and attendance.



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Post Show Campaign Micro Segmentation Performance Analysis

We recommend a post-show analysis focused on the direct marketing channels looking at the micro-segment performance within each Online Program marketing campaign.

We would present at performance metrics across all measurable channel. For the e-mail channel, we would not just the e-mail activity metrics, but actual conversion rates at the campaign and micro-segment level for all e-mail deployments. We would perform this analysis for all measurable channels.

We would provide channel attribution for all converted participants and inquirers for the analysis period. Over time year-over-year, trending would be available.

The association or organization would know what segments work best for each online offer and would have continuous improvement in messaging to key segments and segment groups.

Test results would reflect actual conversion rates and not just activity stats. This will provide for better decision making and improved campaign results.

Data Provisions

We would need the last 3 to 5 years of attendees and inquirers along with any internal (organic) prospect segments. This should be the complete record with all contact information, fees paid, and demographics.

Time-Line

We would need 10 business days to complete.

Fee

The fee would be for the initial micro-segmentation study and data coding with written observations and recommendations would be determined by the number of years of data examined and the state of the data. This study may be updated for a reduced fee periodically. Typical fees run \$7,500 to \$15,000.

The channel and campaign micro-segmentation conversion analysis with trending would be determined by the reporting requirements, number of channels included and the number of campaigns. Typical fees run \$5,000 to \$10,000.



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