



MULTICHANNEL APPROACH SWIFTLY FILLS SEATS

As the leading global association for quality, ASQ is continuously adding courses and tools to support its members' pursuit toward Lean Six Sigma excellence. This campaign was built to swiftly boost attendance for its series of Lean Six Sigma Black Belt and Green Belt Courses held in Milwaukee, 2014.

ASQ engaged us to fill a specific number of seats to ensure the offering was profitable for the organization. We had three weeks to reach and engage our narrow segment of prospects. Our tactics included audience profiling and modeling, highly targeted message creation, graphic design and execution of a direct mail piece, Smart Zones digital advertising campaign and a campaign-specific landing page.

The Smart Zones digital advertising component delivered a click-to-conversion rate of 8%. This campaign generated a surplus of conversions over ASQ's goal for registered members.

Client:

ASQ

Arena:

B2B

Services:

Advertising

Digital/Web

Direct Mail

Multichannel

Smart Zones