



CrossMedia Case Study – ASTD

Challenge:

The American Society for Training and Development (ASTD), a worldwide leader in workplace learning and performance, was looking for a way to reach its members with more pertinent and targeted information that would drive registrations to its seminars and conferences. ASTD's goal was to improve on the two percent response rate they were getting to their marketing campaigns and translate responses into registrations.

Solution:

S&S Graphics, a CGX company in Laurel, MD, took a proactive approach to the challenge and proposed a CrossMedia solution. S&S called on CGXSolutions to design a multi-layered campaign that incorporates e-mail, print and personalized Web sites to create communications that are highly effective because they are highly targeted. Using a "personal touch tree" the campaign incorporates information from recipients' responses at each stage, enabling ASTD to increase the degree of personalization and determine the best way to "touch" prospective registrants with additional communications.

The campaign began with an e-mail message personalized to each recipient's level of membership. The e-mail drove members to personalized Web sites that invited them to register or request additional information specific to their interests. Those who did not register received a personalized marketing piece by mail directing them back to the URL, which had been personalized further using information obtained in the previous steps.

Results:

When ASTD used the CrossMedia campaign to promote its national convention to a total database of 16,632 contacts, results were dramatic. Despite a very short window for execution, response rates jumped from a historical level of under two percent to 7.5 percent, and 237 respondents registered for the event. ASTD's total investment for programming and print represented less than 13 percent of the revenue generated by the campaign.

As a result of the tremendous return on investment, ASTD has recently contracted for two more CrossMedia campaigns using the same model to promote upcoming seminars.