



Case Study of Email Marketing Solution

Summary

Our client had a list of prospects which they wanted to convert those prospects into active members on the website. Our client hosted events on physical locations with their sponsors. Problem with them was it was difficult for them to contact those prospects individually asking them to attend the events that they did on different locations. Also, it was impossible for them to track who attended event and who was interested for the event they did. They offered different memberships on their website but they were not able to convert those prospects into active members.

Business Challenge

- How to communicate with the big list of prospects effectively.
- Manage physical/webinar events online with the ability to track the user who attended the event.
- A need for email marketing solution where our client can see which email marketing campaign was effective at open/clicks/bounce rates.
- A need to manage prospect lists, prospects, members, email campaigns, events.

Insnapsys Solution

We developed a **custom membership portal** where we imported all the prospect list they had with them. We gave them an ability to manage those prospects as well as prospect lists. Different status were given to prospects within the system to know if they were active prospect or they had the bad email. Advanced search filters were given so that they can filter those prospects according to their needs and then can group those prospects to a prospect list.

Later we added **events module** to the portal to manage events from there. They were then able to create events for physical location/webinars. These events were tied to a wordpress website on the front-end for the visitors to see events details and from there users can register for an event.

On the top of events we created an **email marketing module** which had an ability to send email campaigns to a large list of prospects. There were two scenarios in which they were able to send email campaigns - 1) To the entire list of prospects generally every month, 2) They were able to send email campaigns for specific events targeting some event for membership registrations. Each email marketing campaign had stats like opens/clicks % to know the effectiveness of the email campaign that got sent.

A view was created under the events section to see which prospects registered for the event. After the event was completed, a survey email was sent to all the registrants for the event to know the feedback for the event.

Now the manager of the company was able to easily track down which events were effective with the effectiveness of the email marketing campaigns by looking at the opens/clicks rate. Not only that but now they were also able to see the registrants for each and every event they hosted. Each user who registered for any event on the website was created as a member on the system and they were offered different memberships that the client offered on the website. Now, the entire process was streamlined and client was very happy.