



Can a Printed Form Boost Response by 40%?

Every once in awhile, you run across a case study that blows you away. This is one of those case studies...

You Bet!

SPOILER ALERT:

If it hadn't been for the printed registration form, the marketer would likely have lost a tremendous number of respondents—and almost did. Disaster avoided!

The case study comes from CollaborativeCARE Conference (C3), a regional conference organizer that wanted to promote its event in Long Beach, California. Promotion was being done by direct mail, but initially C3 did not plan to include a printed registration form. After all, we live in an electronic world. Why increase the cost of the mailing with an extra printed piece? Wouldn't physicians simply register online?



At the last minute, however, C3 thought better of it. Physicians are meticulous planners, and they need a certain comfort level before attending an event. Print provides a level

of comfort that electronic communications do not. C3 decided to include the form. To its surprise, a whopping 40% of registrations came in from the form that it almost didn't send.

In addition to adding a response channel physicians are comfortable with, C3 also precisely targeted content to boost response. The mailing was segmented by specialty, such as endocrinology, cardiology, and gastroenterology, and each physician received images and text customized for his or her specialty. This included an image of a high-profile individual in that specialty that they would recognize (for example, cardiologists



saw a portrait of Dr. Steven E. Nissen, department chair of cardiovascular medicine at the Cleveland Clinic). Physicians also received conference content and invitations to opt-in meetings related to their specialties.

The direct mailer also included additional response channels, including QR Codes, a fax number, online registration, and an 800 number. However, the fact that 40% of respondents used the printed registration form spoke volumes.

"[The results] blow us away," says C3 Chief Marketing Officer Fred Criniti, as quoted in *Target Marketing* magazine. "I would hate to think how many people we would have lost if we didn't offer the option."



The takeaway? Use multiple channels to encourage response, and make sure to include print.

Article based on information provided in *Target Marketing* magazine ("Lead Generation Case Study: Customized Mailings to Drive Registrations").