

Boosting Local Brand Awareness through Event Planning and Targeted Marketing

Overview

The client, a boutique jewelry store catering to local customers within an 8-mile radius of its physical location, looked to boost foot traffic by hosting a spring event spotlighting luxury Oris watches. Although similar events had been held in the past with moderate success, the client aimed to (1) amplify visibility into the final attendee list and (2) generate buzz within the local community.

Challenge

Entrusted with driving marketing strategy and serving as Copy Chief for the project, I faced the challenge of achieving an aggressive Cost Per Click (CPC) while ensuring meticulous tracking of campaign efforts to forecast event attendance accurately. Past difficulties with tracking and mailing list hygiene added complexity to the task.

Measurement

Collaborating closely with the client's webmaster and Oris watch representatives, I created an elegant mailpiece and complementary marketing plan. The strategy revolved around two distinct mailings:

- 1. Save the Date Mailer:** This initial mailing, dispatched 6-7 weeks before the event, served as a stylish announcement featuring high-end luxury design and compelling messaging to entice prospective attendees.
- 2. Event Specifics Mailer:** Scheduled to arrive 7-10 days prior to the event, this follow-up mailer provided detailed information about the event, complemented by vibrant, supportive images.

Outcome

By executing this targeted marketing strategy, we achieved significant results:

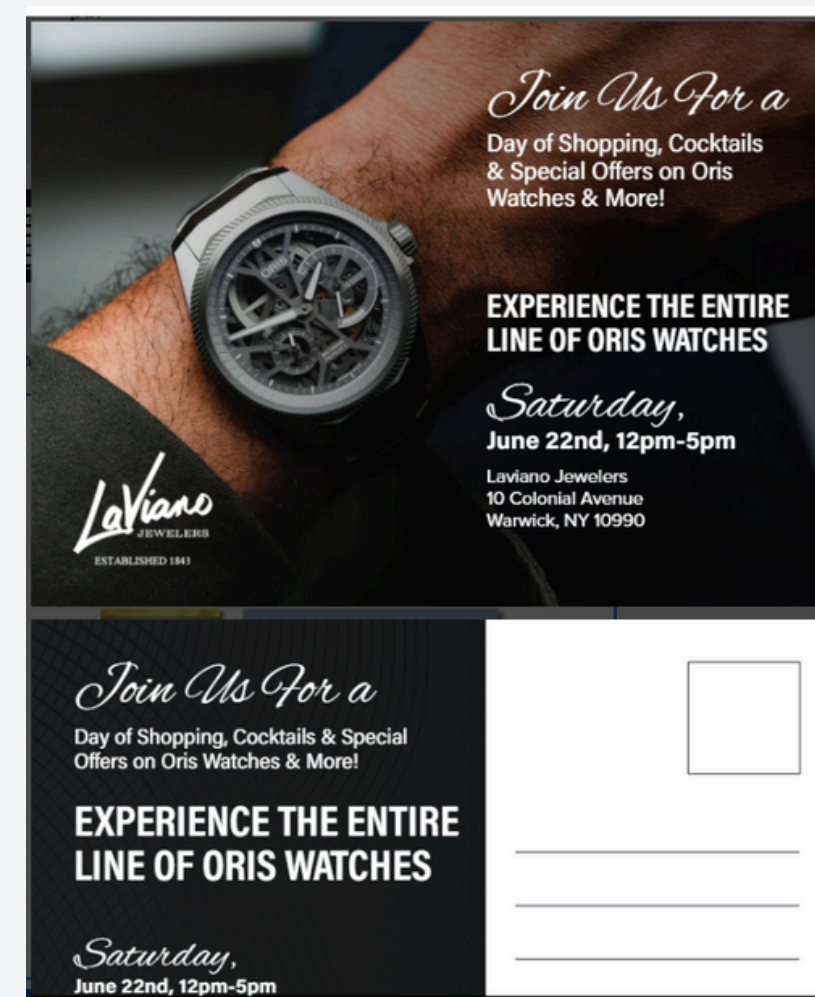
- **Increased Visibility:** The high-end mailpieces garnered attention and conversation within the local community, elevating the store's brand awareness and generating excitement for the upcoming event.
- **Enhanced Tracking:** Through a robust tracking mechanism, we gained valuable insights into campaign performance, allowing for accurate attendance predictions. Leveraging a live feed of USPS data, we were able to successfully track delivery and customer engagement
 - I also suggested the integration of a QR code in the final mailpiece, in order for customers to enter a giveaway, allowing the team to secure final attendance numbers for the event.
- **Improved Mailing List Hygiene:** Addressing past challenges, I suggested and implemented new measures to enhance ongoing mailing list hygiene, improving deliverability and reducing cost.


Overall, my comprehensive approach not only drove attendance to the spring event but also established a solid foundation for future marketing campaigns, positioning the client for sustained success in the competitive local market.





About Peter:

Over the past 25 years, I've built hundreds of highly profitable million-dollar campaigns for some of the largest brands and online marketing firms in the world - businesses such as Sony, Minolta, Uber, Sirius-XM, Home-Chef, Disney, AOL, and AARP, just to name a few. During that time, I've crafted deeply engaging copy that excites, builds trust, and motivates your audience to take action.



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