

Email Marketing: Example 2

Objective: Position ADM as a company that AFP tradeshow attendees MUST talk to (Maximize awareness for the biggest tradeshow of the year).

Target audience: Financial Professionals/Attendees of the 2018 AFP Conference in Chicago

Process: The conference attendee contact info was not included with the pre-show attendee lists, so I obtained quotes from several data companies to see how accurately they were able to match contact information with the conference attendees. After negotiating a favorable price for quality data, we removed our competitors from the list so they would not receive our marketing material (despite being a show attendee).

Developed a series of emails with the goal of maximizing awareness and traffic for ADM and our booth during the 2018 AFP conference.

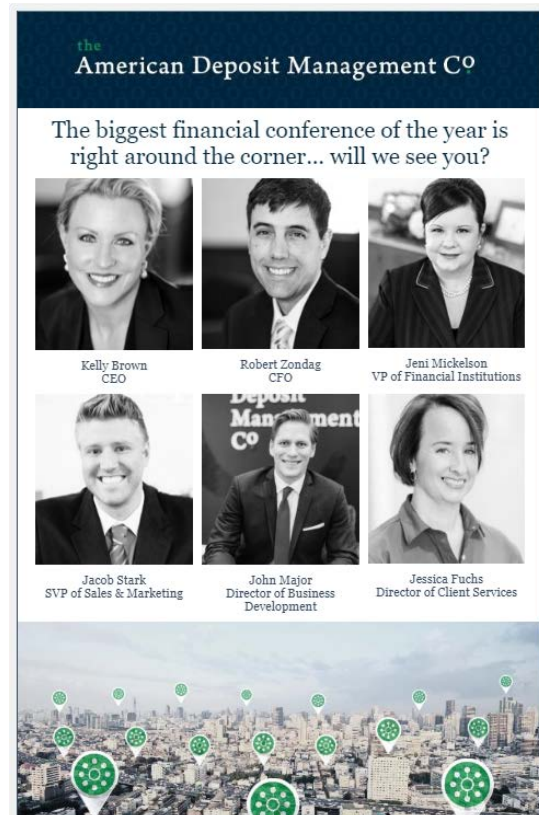
☐		AFP Pre-Show Email 1 SENT Newsletter Email, Sent Oct 29, 2018	11% OPEN RATE	1% CLICK RATE	More ▾
☐		AFP Pre-Show Email 2 DONE Subject Line A/B Test, Created Oct 22, 2018	16% OPEN RATE	1% CLICK RATE	More ▾
☐		AFP Follow Up (Baby) SENT Newsletter Email, Sent Nov 13, 2018	12% OPEN RATE	1% CLICK RATE	More ▾

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The first pre-show was sent seven days ahead of the show and contained ADM's conference attendees who would be manning our booth, in addition to an eye-catching image of our main product/service (Marketplace Banking) and a brief overview of our products and services. This helped notify the audience of who would be attending the show and what ADM does as a company.

The second pre-show email was sent three days ahead of the show and was developed with the specific goal of driving traffic to our booth, so attendees could take home our information and talk with the higher ups from our company. When attending tradeshows, we put our print collateral in custom logo bank bags (as we are a financial service company) along with other goodies as a way to ensure they take our print collateral. Thus, we decided to market the bank bags as "Conference Survival Kits". We made the second email as a "Key" telling attendees where everything important was at the conference (food, bathrooms, coffee/bars, speakers/sessions, conference survival kits, etc). We A/B tested subject lines to ensure ours was receptive enough for people to open. The result was additional traffic driven to our booth, and over 500 "conference survival kit" bank bags given out to attendees.

The third email was sent the Tuesday after the show concluded and was written as a post-show follow up to remind attendees about our staff and the conference survival kits. Three different ideas were conceptualized, one built around Damon John (a speaker at the conference), another built around Peyton Manning (another speaker at the conference), and a third that was unrelated to any of the conference speakers, but utilized humor in the form of a meme (see examples on next page). As post-show reminder emails are extremely common after tradeshows, all three ideas were meant to be a little less formal and stand out amongst the dozens of post-show follow ups customers were already receiving.



Results: The three email blasts translated into 853 leads ranked into 6 categories for the sales team.

Key/Color Codes	Meaning
White	Opened email
Light Blue	Opened multiple emails
Darker Blue	Opened all emails
Yellow	Opened and clicked "Learn More" within emails
Orange	Opened multiple emails and clicked multiple links within emails
Purple	Opened all emails and clicked at every opportunity

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Hey Kelly! Who would've thought?

YOU MEANT TO TELL ME



MY BANK DOESN'T AUTOMATICALLY GIVE ME THE BEST DEPOSIT RATE?

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