

CASE STUDY

Lead Generation Campaign for Major League Sports Team with Strategic Alliance Partner

Program Objectives

With a planned opening of a new stadium in two years, Volkart May & Associates, Inc. (VMA) collaborated with a local agency on the development of a B2B integrated direct marketing campaign to increase season ticket sales for a major league sports client. The campaign targeted small to medium sized Twin Cities businesses, an audience the client had less experience marketing to than large B2B corporate and traditional B2C audiences. The campaign objectives included the following:

- Drive season ticket sales prior to upcoming season
- Fill sales pipeline for future seasons
- Reach right contact, with right offer, through right media channel at the right time
- Understand most effective marketing communications strategies for future B2B campaigns

The Solution

VMA, the agency and the client developed a program to effectively test several marketing channels and combinations of implementation strategies. Communications components included:

- Direct mail postcards (two drops)
- Direct mail package
- Full page color print ads
- Outbound lead generation and appointment setting calls made by VMA and client's inside sales team as a timely follow-up to direct mail
- Pre-recorded voice messages featuring the voices of well-known team figures
- Website landing pages

Results

Overall campaign results:

- Overall campaign ROI: 282%

VMA stand-alone results:

- 36% of leads provided by VMA advanced through client's sales pipeline
- ROI: 251%

The client gained insight into which communications strategies were most effective in obtaining new and incremental business within the B2B world. In addition, the campaign enabled the client to compare results of their internal inside sales team against VMA as an outsourced Business Development partner (results showed higher productivity to be one of the primary advantages of outsourcing due to VMA's automated technology and ability to focus solely on calling and not other business requirements that the client's internal employees faced). Finally, the client obtained an accurate and more complete marketing database to use for future sales and marketing programs.