



Project: TAG Home Care Draws A Crowd Using Personalized Postcards

Vertical Market: Business Services

Business Application: Direct Marketing/Lead Generation

TAG Home Care, a division of the ADAM Group, achieved a 92% response rate to a pre-show mailer designed to draw C-level executives to its booth at an industry event.

Program Objectives

- Attract decision makers to company booth at conference
- Demonstrate personal URLs to decision makers
- Open doors for future sales calls

Significant Results Reported by User

- 92% response rate (attendees coming to booth)
- Two new clients and \$74,000 in new revenue from the campaign

Description

The Adam Group wanted to showcase its personalized marketing services and draw upper level/C-level home health care executives to its booth at an industry event, Home Care 100. Using the information about executives and pictures in a booklet distributed before the show by its organizers, the company hired a local sketch artist to draw a caricature of each of the 120 recipients. The artist drew the executives doing something related to their hobbies such as fishing, golf, etc., as mentioned in the pre-show booklet.

In the weeks prior to the show, the company printed and mailed a 5" x 9" full color postcard to each recipient with the caricature on the card. Also on the card was a personalized URL. The URL led them to an online survey so they could learn more about the company and request a personalized notepad. The notepad was personalized with the same caricature.

The project was a huge success—92% of the recipients visited their URL and visited the booth at the show to pick up the personalized notepad. The company also established relationships with two new clients as a result of the show. The revenue generated from the first variable data campaign was \$40,000 and the second was \$34,000. Both clients have agreed to do quarterly campaigns so the actual revenue from just these two clients could potentially be \$300,000 per year.



Award

This application won a 2007 PODi Best Practices Honorable Mention in the Relevant Marketing category.

Client	Self promotion
Printer/Agency	TAG Home Care http://www.theadamgrouphealthcare.com TAG Home Care, a division of The ADAM Group, provides tried-and-proven marketing and recruitment solutions exclusively for home care agencies. For more than 30 years, TAG Home Care has helped agencies grow referrals from physicians and the community and attract new field staff. Services include marketing and sales consulting and variable data marketing and recruiting.
Hardware	HP Indigo 5000
Software	MindFireInc (personalized URLs, landing pages and tracking)
PPML	Produced using PPML
Target Audience	Home health care company executives (CEOs, CFOs, and COOs) attending an industry event
Distribution	120
Date	January 2006