

Radiology Society of North America Case Study

Project: RSNA drives traffic to their trade show booth at ECR Conference via a Personalized Cross-Media Marketing campaign.

Vertical Market: Associations

Business Application: Direct Marketing / Traffic Generation to Booth

RSNA, one of the largest medical associations in the world based in Oak Brook, IL, wanted to boost traffic to their booth for the ECR Conference being held in Vienna, Switzerland. RSNA used a multi-channel approach utilizing Personalized URLs as the response channel.

Program Objectives

- Inform the European membership that RSNA was hosting a booth at the ECR Conference.
- Direct members to respond to Personalized URLs to confirm their attendance at the show.
- Drive membership to RSNA booth to offer additional value added services.
- Utilize a referral page to identify potential new members.

Significant Results Reported by User

- 17.5% Response Rate
- 83 Referrals were captured and sent to membership via real time reporting for timely follow up.

Description:

RSNA annually attends medical association trade shows around the world in support of their membership. RSNA mailed out 3,234 direct mail postcards to potential attendees for whom they also had email addresses. A follow up e-mail blast was sent two days after responses from the direct mail postcard starting coming in. Another e-mail blast was sent seven days later to follow up with non-respondents. The direct mail postcards included Personalized URLs in the individuals' names to drive members to log onto their personalized webpage invitation. The e-mail blasts provided an online link to the Personalized URL webpage. As an incentive, all respondents were entered into a drawing for an iPod and were asked to refer other doctors interested in joining RSNA. When a referral was provided, an automated e-mail was sent from the RSNA membership department followed by a phone call from a membership representative.

Past RSNA campaigns utilizing variable data postcards averaged a 4.5% response rate. Utilizing a multi-channel approach increased their response rate four-fold to 17.5%.

RSNA was so pleased with the success of the campaign they immediately followed up with a second campaign and plan to continue development and use of this multi-channel approach.

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“Service Communication’s integrated marketing technology allowed us to implement a multi-channel campaign using variable data direct mail with PURLs and two e-mails with PURLs. The sophisticated dashboard allowed us to track our results in real time and showed how powerful the multi-channel approach can be. Utilizing this technology and approach helped us achieve a 17.5% response rate!”

Service Communication’s experience and flexibility in implementing integrated marketing technology allowed us to quickly create a campaign for an upcoming tradeshow.”

*Natalie Olinger Boden
Director of Marketing & Member Communications
Radiology Society of North America*