

## Workflow: Prime the Pump for Events

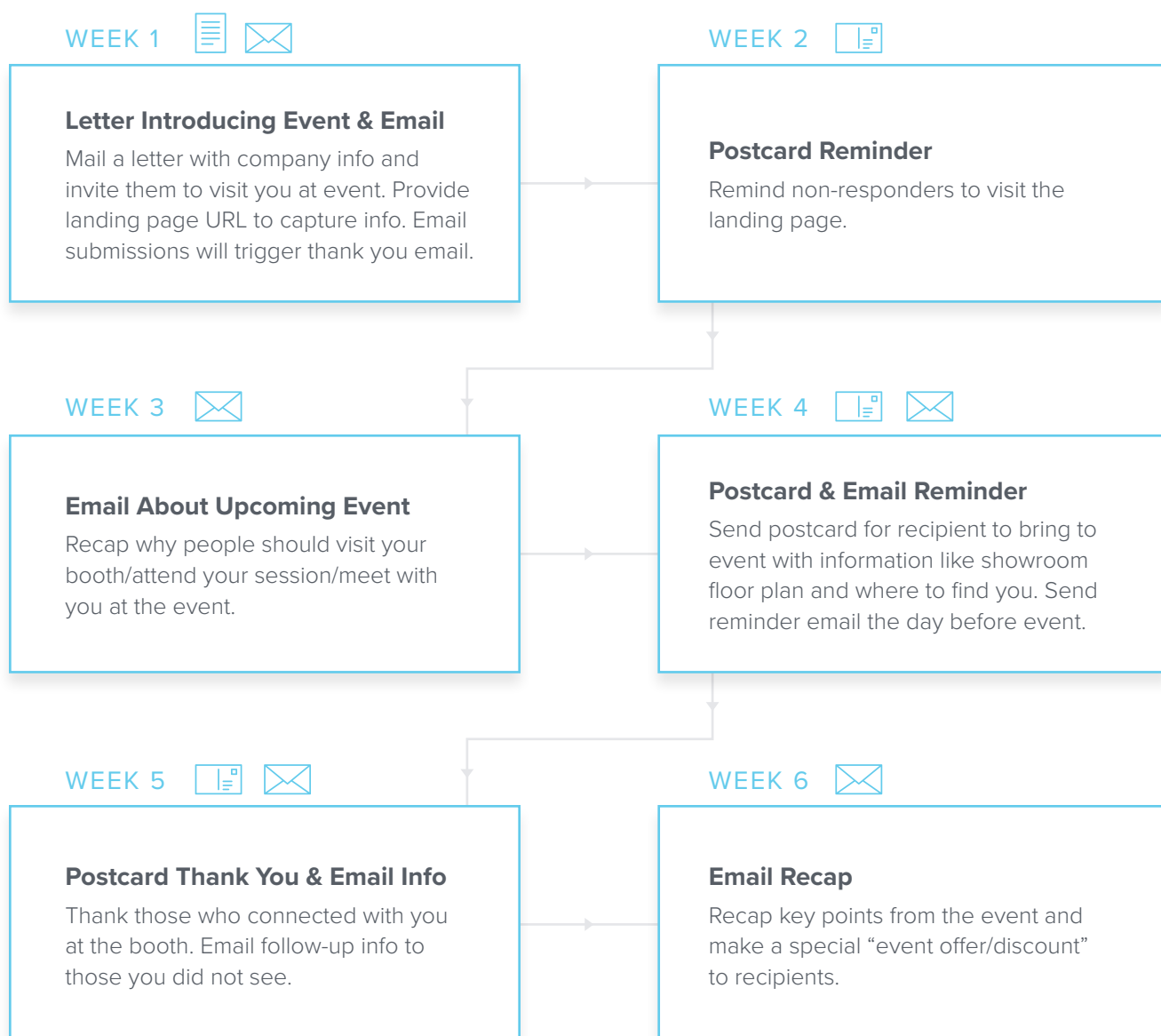
The following campaign illustrates how you can combine both direct mail and email to strategically accomplish key marcom goals.

### **GOAL: Communicate With Registrants for an Event**

Registrants (and even invitees) for an event you're participating in, can be well-qualified prospects. You will want to communicate with them—early and often. Expose them to your brand, get them familiar with it, and prime them to connect with you at the event. However, you may not have access to their email addresses.

**Approach:** Send direct mail to drive people to a landing page to capture details about them, like their email address. Then create a concentrated, multichannel campaign to engage them before and after the event.

### SUGGESTED CAMPAIGN:



**NOTE:** The campaign assumes you'd begin contacting people a month before the event because anything less may not provide enough time to build familiarity and anticipation. If desired, start the campaign earlier, and then heavy up on contacts as the date draws closer.