



A CASE STUDY:

2019 Indianapolis Criminal Justice and Detention Facility Training Seminar Email Marketing Campaign

THE EVENT

This is an annual one-day seminar, sponsored by the Pauly Jail Building Company, an Indianapolis-based organization that is among the leaders in the field. Government officials, architects, construction companies, and technology providers attend.

Pauly Jail is a fifth generation business, founded in 1856. They host the seminar, which features in-depth presentations by thought leaders from all facets of the industry and vendor booths displaying and demonstrating products. This seminar is an important part of their new business development and a unique learning and networking opportunity for all who attend.

THE GOAL

We were charged with creating and hosting an email campaign to drive attendance. We created an email campaign to make possible attendees aware of the event. We linked the emails to the Pauly Jail website for registration and hotel information, and followed the established brand standards.

We changed the content of each email, adding features of the event each time and changing the headline and call to action as we got closer to the event. This is a list of the separate emails used in the campaign:

Save The Date: 6/7/19

Don't Miss It: 6/18/19

Speakers (Will you attend?): 7/1/19

Independence Day: 7/3/19

Speakers (Will you attend?): 7/8/19

Streaming Live: 7/15/19

Streaming Now: 7/17/19

Thank You for Attending: 8/9/19

2 Email Examples – Click on either image to see the full email in your browser.





NOTE: We were also involved in the webcasting (live streaming) of the event, with the Sanders Group. This multi-camera broadcast reaches the people in government agencies around the country for whom travel is difficult. They can watch the entire seminar including graphic and video presentations, interviews with vendors, and submit question to the presenters. The webcast is live, available on any computer or mobile device.

Video Examples – Click on the image below to view all videos on the client’s media page.



THE STRATEGY

We believed it was important to start early with the email ‘blasts’ and add content to subsequent emails. We positioned the seminar as a beneficial, one-of-a-kind event for the audience, and made sure to provide the important information: dates, location, speakers, vendor booth demonstrations, free admission, registration link, and hotel information.

Our fundamental messages were: this is your best opportunity to learn about, and see in person, the new trends and technologies, and to network with peers and vendors

THE RESULTS

2019 was the first year Pauly Jail had used an email campaign to publicize the seminar. The attendance was the largest in the seminar’s 10-year history and over 200 agency representatives viewed the webcast. Pauly Jail was awarded 4 new projects in the next few months.