

CASE STUDY

SK&A Personalizes Email Campaign to Hospital CIO Targets

Company

Marketing Symphony, LP, Irving, Texas

Industry

Healthcare Consulting

Challenge

Marketing Symphony is a boutique marketing and PR firm that has served the finance, energy and tech industries since 2006. Marketing Symphony strives to reach customers through means of technology, setting its work apart from standard email and direct mail and uniquely grabbing the attention of targets.

In spring 2009, Marketing Symphony began working on an email-marketing campaign targeting C-level executives in U.S. hospitals for one of its clients, a healthcare IT company. Marketing Symphony COO Melissa Szabo knew she needed a data vendor that would have a reliable database of emails as well as the technology to execute her vision.

Solution

Marketing Symphony joined with SK&A to design and deploy its campaign for C-level hospital executives in April 2009. The first phase of the campaign, two email deployments, consisted of personalized URLs with individuals' names embedded in the email creative that led to personal microsites. The URLs took recipients to microsites with videos, surveys and promotions. "We looked at several competitor vendors, and SK&A seemed to have the best product. They had proprietary emails and they knew what they were talking about," said Szabo. "The other competitors were more expensive, not as customer friendly, and I didn't have the feeling they'd take care of us."

The first email deployment launched in June 2009, and it went out to 4,300 C-level hospital executives. Of this audience, 2,650 were CIOs, the primary targets for the campaign. The second email deployment, a follow up to the first message, went out the following August to the same audience.

"SK&A is one of the few companies that have the technology, and we can work right beside them—and that's huge," said Szabo. "It gave the client a lot of confidence to know that SK&A is constantly cultivating and updating its email addresses. SK&A has the community they want—the list is good."

Results

The June 2009 email campaign got through to more than 95 percent of the contacts, and of those recipients, 300 expressed interest in the client's products, which range from \$10,000 to \$30,000. If one or two sales come out the campaign, which is probable, it will be a success, according to Szabo.

"Our account representative, Debra Schulze, and the SK&A team were so kind, helpful and eager to see that the campaign worked out," Szabo said. "The attention to detail and follow up was awesome. The sales support, Fernando Rodriguez, helped out with getting all the creative displayed and technology integrated. We didn't have to compromise—we got everything we wanted. This is fairly new technology in the marketing world, and it takes direct mail into a new segment."

The second phase of the campaign will be two mailer pieces, which will be deployed a few weeks apart from each other in coming months.

"To find a good list company is hard. It's been an awesome experience, and we wouldn't have been able to do it if it had not been for SK&A's ability. They satisfied the client's expectations and exceeded our expectations on integrated-marketing campaigns. Now we just need SK&A to go into other industries!" continued Szabo.

"The client service we receive is fast, dependable and goes beyond our expectation. The reporting is extremely helpful in measuring results on our direct-mail and email campaigns for our clients."

Melissa Szabo, COO,
Marketing Symphony, LP