

MAILER:

C Spire

OBJECTIVE:

C Spire faced the challenge of increasing registration to the brand's free webinar among specialized IT professionals.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of IT professionals among various industries and company sizes in the US who are business decision makers for IT products and solutions. The offer was designed to introduce the targeted tech audience to C Spire while educating prospects on how the products will empower real time collaboration and improve the bottom line. The offer was also designed to invite IT professionals to join a scheduled webinar that will address topics such as increased productivity, evaluation of service cost models, and savings on operational costs. eTargetMedia segmented a responsive audience using the high performance IT Professionals list while layering in key qualifiers such as purchase authority and decision-making capacity among departmental and company-wide IT infrastructures.

OUTCOME:

The email campaign resulted in a significant boost in traffic to the client site and increase site engagement for C Spire while generating qualified leads and increased registration to the webinar as intended as the primary call to action for the targeted and effective email marketing campaign.



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A fast-moving workforce needs effective and flexible tools to perform at its peak. You must have the means to collaborate in real-time, everywhere you go, without fumbling between devices, searching for contact information, or switching between cumbersome apps.

At the same time, IT budgets and support staff are already stretched to capacity. How can you streamline workflow and increase functionality without introducing technical complexity and expense?

Join us and InformationWeek for this interactive webinar to learn how C Spire UNIFI can empower real-time collaboration and improve your bottom line.

Top industry experts will discuss:

- How UC tools increase worker productivity
- How worker response time translates to business success
- Evaluating service cost models
- Can a UC service save my business operational costs?
- Choosing the right UC package for employees
- How to leverage current communications service contracts

WHEN: 1PM CST on Thursday May 7

DURATION: 60 Minutes

REGISTER



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