Flimp Case Study: Corporate Education
Video Postcard Email Marketing Campaign
Client: Appreciative Inquiry/Kingfish Media

About Appreciative Inquiry (AI)

The 2007 AI Conference was an opportunity for participants to learn how to implement strengths-based change methodologies for business management. Appreciative Inquiry is a proven, practical method for enacting postive change in organizations. Some of the real world results from Fortune 500 companies that were discussed at the conference ranged from dramatic increases in profitability and stock price to increases in employee productivity and morale. AI is also used to enact change for internal branding and policy initiatives, integrating companies after mergers, employeed relations and increases in product quality.

Marketing Objective

The AI Conference wanted to increase paid attendance for their 2007 Conference by marketing their keynote speakers, David Cooperrider and Marcus Buckingham. For eight months traditional marketing applications were used with limited success. These included print brochure mailings along with several HTML and text email blasts to different rented mail lists. Over 500,000 text and graphic emails were sent. According to Keith McKinnon, the Marketing Director for the Event, "these marketing activities resulted in a limited number of information requests for the event and very few paid registrations to attend. Our conference registration goal was to sign up over 500 attendees at $1,295 each but our print and email marketing had only achieved about 25% of our objective. We were running out of time and needed to find a new and inexpensive way to market the conference that would really get people's attention. We realized that one way to do this would be to use dynamic video of one of our keynote speakers but we had to come up with a fast and inexpensvie way to deliver the message to target attendees."

The FLIMP Campaign:

Using FLIMP Rich Media and existing video content of Marcus Buckingham, Kingfish Media quickly created an interactive video postcard for the AI Conference with no programming. The video postcard was designed to auto- matically generate new registrations after viewers watched a 2 minute clip of Marcus Buckingham speaking about Positive Leadership. The video postcard was delivered to 70,000 prospects by email and all viewer activity, responses and viral activity were tracked in a reporting dashboard. Keith McKinnon explains that Kingfish decided to "use video postcards as a fast, easy and inexpensvie way to market the event using engaging web video marketing instead of static print and HTML emails that couldn't deliver the live conference experience to prospective attendees."

Campaign Results

"The video postcard campaign featuring video of Marcus Buckingham was a great success," according to McKinnon. "We quickly sold out the available conference registrations after the campaign launched and

turned what could have been a financial disaster into a tremendous success. We also had very high email click through and viewer response rates because people wanted to watch the video. The analytics data we collected from Flimp was also impressive and helped us follow up with people that were interested in the event. We were getting a good number of sign- ups directly from the video postcard campaign." McKinnon also believes that viewers that received the video postcard opened it more freely and enjoyed the video related to the event. "Video postcards allowed us to collect behavorial data from the video microsite so we knew what people were really interested in and how to focus our marketing message. We think the campaign drove many people to call us to register for the event. I feel that the FLIMP video postcard saved our event. What a great new technlology for online event marketing."