

INTERNATIONAL MEETING PLANNERS ASSOCIATION

HOW DATA-DRIVEN MARKETING AUTOMATION
CONNECTED MEETING PLANNERS WITH TOP
INTERNATIONAL CONFERENCE DESTINATIONS



Executive Summary: Destination Marketing Association International (DMAI) came to To The Point Marketing Agency (TTPM) when their own marketing efforts were not producing results nor keeping their association constituents satisfied. Over the last four years, TTPM and the client have increased engagement with a website that highlights a wide range of international conference destinations, connects more meeting planners with their target audience, and educates an ever-evolving conference industry.

About: DMAI is an organization which represents various convention and visitors bureaus on an international level. Over 650 companies in more than 30 countries are currently represented by DMAI. In conjunction with DMAI, TTPM also works with their subsidiary, empowermint.com, which refers to itself as “the personal meeting planning tool.”

Challenges:

- 1: Sub-par webinar attendance
- 2: Sub-par site engagement for destinations

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T C T I L E P O I N T
M A R K E T I N G A G E N C Y

How TTPM Helped: Our focus has been two-fold: 1) Increase site engagement via more frequent email and eNewsletter engagement, and 2) Achieve a higher webinar attendance. We suggested three things. First, more enticing visuals—primarily banners—should be created. Second, promotional visuals should be included in all marketing emails, not just those pertaining to webinars. Finally, we recommended a series of emails that promote the specific webinar four times in advance of the scheduled date, and a fifth “Webinar Replay” within a week of the monthly webinar.

To tackle the issue of sub-par site engagement, TTPM helped DMAI redesign its email templates to be more visually appealing, to include email marketing best practices, and, most importantly, to drive traffic to their website.

Webinar ads produced by TTPM:



Results: DMAI has experienced measurable increases in both webinar attendance and site engagement. Webinar attendance has increased from 85 in March 2016 to 436 in September 2016. By suggesting email promotions and redesigning email templates, TTPM helped DMAI improve communication with target audiences, thus increasing site traffic and engagement from 1,881 pageviews and 1:24 average time per landing page in April 2016 to 2,453 pageviews and 2:01 average time per landing page in September 2016. The number of sites supported has doubled and each of their key constituents at key destinations have cited increased traffic and profitability due to higher traffic to its site.