

EMAIL MARKETING CASE STUDY

Event marketing success for a non-profit organization

OBJECTIVES

The Adrian Empire, an international historical non-profit, has its largest event in Las Vegas every year. They use this event to promote the organization and recruit new members.

The previous process was to give a paper brochure and refer to a local chapter to finalize membership applications. We wanted to formalize and streamline this process to ensure that we maximize interest.

SOLUTION

Our sales funnel had two stages:

1. Posters with a QR code that led to an email signup page with a compelling headline for the target audience.
2. A 2-part drip campaign to drive member registration.

Out of about 300 visits to the landing page, we had 42 email subscribers and 4 new members.

BENEFITS

1. Traceable metrics

We could easily see how well campaigns worked.

2. Recruitment and retention

Not only did this list create new members, but it also is a conduit to retain those members and promote future events.



AT A GLANCE

CHALLENGES

- No seed list
- No organized recruitment process

RESULTS

- 10% conversion at each stage of the sales funnel
- 4 attributable new members



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