

Case Study: How the Modesto Bee Generated Over 57k in New Digital Revenue With Vendasta's 10x Platform



Background

The Modesto Bee is a 131 year-old media enterprise and is the premier media outlet for Modesto, California and surrounding area. The Bee provides local advertisers with print and direct marketing solutions, as well as a robust suite of *impressLOCAL* digital offerings and targeted online solutions.

Objectives

“The clear goals here are education, awareness and lead generation”

– Christina Santos

The Modesto Bee team started a partnership with the local Chamber of Commerce in early 2015. The Chamber identified the Bee as a valuable partner to help with membership renewal and to enhance benefits to their membership. The Bee saw a clear benefit in leveraging the Chamber brand: roughly 70% of the membership were not advertisers with the media company. While all of the businesses in the area clearly understand the traditional media business and advertising opportunities, many are still unaware of the expanded digital products and services offered by the Bee.

“The clear goals here are education, awareness and lead generation, but what we’re also doing is forging strong partnerships in the community,” noted Christina Santos, Advertising Sales Manager at the Bee.

Requirements

To execute the marketing program, the organizations needed to launch a co-branded email campaign. A core feature of Vendasta's platform, which became the centerpiece of the marketing program incentive, is the Snapshot report—a digital marketing assessment of a business' online presence. These reports act as customized landing pages for each recipient, providing them with valuable, personalized and detailed information about their digital marketing efforts.

The Bee also needed a platform that made it easy to launch an email campaign and provide analytics for email marketing in order to track the progress on sales operations. A significant benefit that Vendasta's platform offered the sales team were email notifications that alerted salespeople as soon as a recipient engaged with the collateral.

Program

The campaign was comprised of a set of four emails, with the first email providing a link to the customized Snapshot report. One email was sent per week over the course of a month. As emails were opened and the marketing reports were viewed, sales staff at the Modesto Bee received an instant email notification. They then reached out to secure an appointment with the potential customer. The goal of the first call was to review the Snapshot report with the potential customer and conduct a thorough needs assessment. Often base digital packages were sold on the first call to address immediate concerns of the customer. They then would build and present a comprehensive plan for the customers based both on the results of their Snapshot report and learnings from the needs assessment.

Results

A total of 730 businesses were targeted. The initial email that delivered the Snapshot report had a **34% open rate** and a **49.4% CTR**. Across the four-email campaign, 359 recipients became hot sales opportunities by interacting with the emails. The Bee has already secured 25 sales presentations and closed 11 deals, recording **digital revenue of over \$57,000**.

	VENDASTA CAMPAIGN	INDUSTRY AVERAGE
 OPENS	34%	15.15%
 CLICK-THROUGH	49.4%	6.92%
 TOTAL REVENUE (3 WEEKS IN)	\$57,000+	

Industry averages from Constant Contact. Click-through rate = percentage of people who opened the email and clicked at least one link

During the appointments, the sales reps were also able to upsell clients to other initiatives and special sections. For example, participation in the Taste of Home event, Breast Cancer Awareness, Readers Choice awards, and other print/digital promo.

Learnings

The email marketing campaign proved to be extremely effective. Its success has been attributed to:

- The Bee co-branding with the Chamber, combining the persuasion power of two successful brands.
- Offering a report with valuable, personalized insights.

The campaign only triggered two unsubscribes. The Modesto Bee felt they could improve their response rates when running their next campaign, in turn impacting overall conversion. Appointments are still being set from the campaign, so the top-line revenue number has yet to be reached.

Contact us today to learn more about our marketing automation solution.