

Best Postcard-Style Campaign
Gold B2B
Blue Tent Marketing – Blue Tent Christmas Carol

Brand/Client Side Team:

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MarketingSherpa Summary – Why They Won:

In a campaign like this, execution is everything. Blue Tent had the temerity to combine a simple holiday greeting postcard-style email with a holiday-themed survey of their clients' business needs. While this “gift” could have been a white elephant, it managed to work nicely, engaging customers in a fun way, while providing Blue Tent with some hard to find and high-quality data.

From Their Nomination Form:

Sent to 2,456 subscribers, with a 32% unique open rate, 10% unique click rate and 31% conversion rate (82 survey completions out of 260 unique clicks). Overall, the campaign generated about 75 leads across 11 service categories – an outstanding response! Additionally, the survey responses gave us valuable insight into the depth of our clients and prospects internet marketing programs and the direction they are headed for 2009.

BlueTent *Christmas Carol* MARKETING

To celebrate the holidays and the 165th Anniversary of *Charles Dickens' A Christmas Carol*, we're taking a cue from *Scrooge*, and we're considering transformations that may help make our marketing efforts even better in the coming year.

Won't you join us on our journey to make our endeavors even more successful in the *Yet To Come*? Once the transformation is complete, you're sure to feel better than *Old Ebenezer* on Christmas morning:

... as light as a feather,
as happy as an angel,
as merry as a school boy,
as giddy as a drunken man ...

We invite you to take this journey with us to discover the *Ghosts of Internet Marketing's Past, Present and Yet to Come...*

▶ [Start the Journey](#)

Those who complete this journey will receive a holiday gift and will be entered to win a vintage leather-bound edition of *A Christmas Carol*.



Ghost of Christmas Past

As Scrooge discovered, a visit from the Ghost of Christmas Past can be daunting. Learning from our past can be hard to do ...

First Name

Last Name

Company Name

In what year did your company's first website go live?

 (ex. 1995)

What was the website address?

 (ex. www.bluetent.com)

Who designed and developed your company's first website?

- I did A relative A friend A company Not sure



▶ Visit The Ghost of Present

Ghost of Christmas Present

To visit with the Ghost of Present is to acknowledge where you stand today. Are you pleased with the current status of your existing internet marketing endeavors?

Do you have a dedicated internet marketing budget?

- Yes No

What internet marketing programs are you currently running? (Select all that apply)

- Website Search Engine Optimization Pay-Per-Click
 Email Marketing Online Advertising Social Networking
 Web Analytics Professional Consulting

Are you able to measure the R.O.I. for your internet marketing programs?

- Yes No



► Visit The Ghost of Net to Come

Ghost of Christmas Yet To Come

If all you ever do is all you've ever done, then all you'll ever get is all you ever got ...

Do you plan to increase your internet marketing budget for 2009?

- Yes No

What new internet marketing programs are you interested in?

- New Website Web Analytics Pay-Per-Click Email Marketing
 Online Advertising Social Networking Viral Marketing Podcasting
 Search Engine Optimization Professional Consulting Video

Would you like us to follow up with you on any of the above services for 2009?

- Yes, email me No thanks

We'd love to hear from you. Please enter any thoughts, comments or questions below ...



[▶ Complete Your Journey](#)

Congratulations!

You've been entered to win a Vintage Edition of *A Christmas Carol*. The winner will be announced on Christmas Day by email.

We hope this has been an enlightening journey for you that will result in a positive transformation of your internet marketing initiatives in 2009!

Your gift is 10% off of the setup fee of any new Blue Tent product or service purchased by April 1, 2009. Just be sure to mention "Ebenezer" to your sales representative!

"A Merry Christmas Ebenezer, you old humbug!"

- The Blue Tent Crew



► Share the Journey ...

Share The Journey

Please take a moment to share the journey with your friends,
family, co-workers and colleagues ...

Please fill in the fields below:
(required fields in bold)

Your Name

Your Email

Friends Email

Friends Name

Personal Message



► Send the Journey ...