

B2B E-Commerce

For the second year, the Apex Awards for Publication Excellence has hired GRI to promote their competition and encourage online entries via email.

GOAL

Promote the annual Apex Awards and encourage online entries and website visits via email.

BACKGROUND & CAMPAIGN

The Apex Awards honors professionals in the publishing and other industries for their excellence in creative work, editorial, web development and more...in over 100 categories.

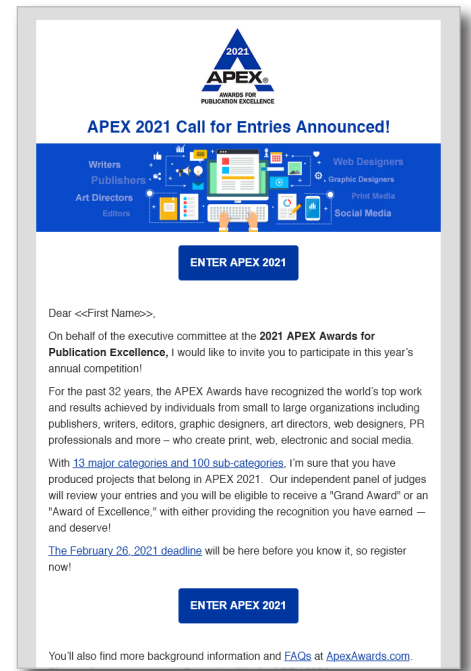
When Covid-19 hit, direct mail was not an option since their market was working remotely and their home addresses were unknown. Apex was looking replace their offline promotions with online.

GRI initially performed a persona and market segment analysis to build the foundation for list compilation and creative assets.

Our approach was to create and execute a 2 ½ month email campaign geared towards the specific market segments.

RESULTS

In a 2 ½ month period, GRI delivered the same number of entries as past direct mail campaigns at a third of the cost, plus attracted several prestigious Fortune 500 firms as first time entrants.



ABOUT GRI

GRI is a growth agency that helps organizations improve their return on investment in acquiring, retaining, and cross-selling customers. Visit us online or call 203.261.3337 x 111



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