

#FlipMyFunnel Wins

with TMA[®] and Energizes
Event Marketing

#FlipMyFunnel used the Tactile Marketing Automation[®] (TMA[®]) solution from PFL to boost response rates for their event marketing campaign. Using direct mail, digital retargeting ads, and social media, they executed a multi-channel campaign that resulted in a **50% RESPONSE RATE**.

GOALS

- 30% response rate goal
- 15% attendance goal

RESULTS

- 50% response rate
- 46% attendance rate

THE CHALLENGE

#FlipMyFunnel is a community for B2B marketing, sales and customer success professionals. They hold several roadshows a year to bring the community together, and Nikki Nixon, Director of #FlipMyFunnel, was looking for ways to drive attendance at their event in Austin, Texas.

Branding for a new community is critical, and Nikki knew their marketing had to leave an impression, even on people that wouldn't be able to attend the event. So, she set out to create a multi-channel outreach program that included direct mail and digital channels. Nikki wanted all elements of the program to be integrated in one system for easier orchestration and comprehensive reporting.



TMA isn't a standalone app, it lives right inside of Salesforce, Marketo or Eloqua.

THE SOLUTION

Nikki landed on a unique, hilarious plan.

"Everything's bigger in Texas, right?" Nikki says, explaining her team was going to send a giant funnel to prospects. Since #FlipMyFunnel knows account based marketing (ABM) inside and out, they had a great list to work from and knew they were targeting prospects at accounts that could really benefit from taking an account-based approach to drive revenue in their organizations.

With PFL they found a partner that made sending something as remarkable as a giant funnel easy, reliable and integrated with the rest of #FlipMyFunnel's digital channels.

TMA[®] worked seamlessly with #FlipMyFunnel's platforms, allowing Nikki to add a direct mail send to her campaign flow, automating every detail of the package send.

