

**A national space camp needed to increase its summer participation. Problem was, they didn't have much time to do a fully integrated campaign.**

**That's where we came in.**

We all know that marketing a product or service takes time. The most effective campaigns involve a multi faceted approach. Over time that wins customers trust. Using one tool on the tool bag doesn't usually work.

But the Space Camp didn't have time for a multi-month campaign.

That's the challenge SYNC2 Media answered.

We sat down with the client and looked at what might work with only a couple weeks time.

We narrowed the geo to their sweetspot and found demographics that would draw the best results. With such little time, an email blast was the best tactic for instant success.

The results speak for themselves.

## The Results

- With one email blast sent to our targeted demographic, we were able to take the list of new signups at the end of the summer and find the one blast brought in 81% of the camp's new customers.
- 88 new customers signed up
- The ROI on the campaign was more than 3,860%.

## Partnership impact

- After initially exploring other options, the success of the campaign has led to more constant emails and a more well rounded marketing plan.



## Campaign objectives

- In two weeks time, find the right demographic and geo for the campaign.
- Design creative that was strong and had a clear call to action.
- Narrowing down to our sweetspot, we sent out 52,264 emails and had more than 7,000 opens.
- The click thru was average, but the qualified leads were much better.

## Target audience

- Men and women with a HHI \$150K+ with children 9/15.
- Target those with an interest in aviation, events, entertainment, science, video games and education.
- Target a 200 mile radius of the space camp.

## Strategy

- Once we found our targeted audience and got the email numbers suitable we added a match back to check results.
- The match back took the list of new signups and cross checked it with the list we sent out.