

# Ideas with Accountability

## CASE STUDY

**O**ur client E-T-A Circuit Breakers was approaching its upcoming national trade show with the same frustration felt by many companies that exhibit: with declining show attendance, what can we do to attract attention -- and sales leads?

In earlier shows, the company generated about 200 leads during the four-day event in Chicago. To boost those figures, E-T-A launched an email and direct mail campaign designed to drive traffic to its booth and to uncover those in the immediate stages of the buying cycle for circuit breakers. The direct campaign included a strong offer with a chance to win a new plasma TV.

The results were impressive, both in terms of quantity and quality. Overall, the initiative

generated more than four times the response from previous shows: 883 sales leads, with 169, or 19%, identified as "A" quality with immediate buying interest for an active circuit breaker project.

**883 Total Leads**



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