

# CDMG Case Study: Family Life

How one marketing campaign shot sales up 800% - 3 powerful secrets you can use.

## The Challenge

FamilyLife is a nonprofit Christian organization dedicated to providing married couples and parents with tools to improve their marriages and home life. This is done through conferences, seminars, online resources and more.

While their Weekend to Remember marriage conference had been very successful since 1978, with more than 60,000 attendees, business for the last several years had floundered. Attendance to their conferences had dropped dramatically, with conferences rarely exceeding 150 attendees.

FamilyLife planned to host a Weekend to Remember at the luxurious Fairmont Banff Springs Hotel in Alberta, Canada, and CDMG had to strategize a way to recruit more attendees.

## The Strategy:

To remedy this problem, CDMG had to overcome several major objections that these conferences typically have:

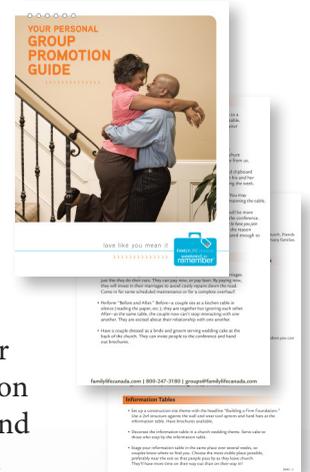
- Traveling to Banff is expensive and takes time
- Convince financially struggling families it was in their self interest to come, incur the costs and attend even with the problem of having to find someone to watch their children
- Fend off skeptical questions like (using powerful, persuasive direct response copy), “Is this really for me? Can this really help my marriage?”
- Win over stubborn, reluctant husbands who are usually pessimistic about the trip their wives suggest. This included adding benefits outside of the seminar’s content and advice
- Convince them they should bring friends

## The Creative Solution:

- To accomplish this, my team developed a fully integrated campaign of email, targeted landing pages,

direct mail and social media, especially Facebook

- Created a 5-part email series to inform and persuade prospects to register
- Using video testimonials featured in the emails and our landing pages.
- Emphasized the premium hotel services and outdoor activities available at the luxurious location.
- Included a power incentive for prospects to earn free registration by bringing friends, called “friend get a friend” social media effort
- Persuasive direct response copy and art
- Creating an irresistible direct response offer



## The Results:

Response was so overwhelming that FamilyLife Canada’s block of rooms was completely sold out. They had to make arrangements at neighboring hotels and provide shuttle buses to get everyone to the conference.

In all, more than 950 people attended Weekend to Remember in Banff—increasing participation by more than 800%!

*“You increased the attendance at our conference by over 800%, an amazing job with the multimedia campaign.”*

– Greg Leith, Host – Family Life Seminars

Your company can also experience this kind of success with your marketing campaign. Call me at 310-212-5727 or email me at [craig@cdmginc.com](mailto:craig@cdmginc.com).