Recruit and Retain Through Marketing Automation
General Webinar Guidelines

▶ Today’s webinar will be recorded. A link to the webinar will be available within the next 24 hours on Augusoft’s website.

▶ Please do not place the conference call on hold.
  ▶ If you need to take another call, please leave the conference call and rejoin later

▶ Please use the Questions function in your GTW menu to ask any questions
Today’s Presenters

- Brendan Marsello
  - Customer Service and Marketing Specialist

- Kim Albee
  - Founder and President of Genoo
George Washington Event Management Certificate

- Using Lumens® site since 2010
- Thousands of registrations and hundreds of students
- Program can be taken online or in classroom
- Due to the scope of potential students, needed to expand marketing efforts
- Added Genoo in late 2013
Inbound Marketing

- Allows interested students to find you
- Customers you have contact with have some interest in your product
- Customers who find you are much more interested in purchasing/registering
- Traditional outbound marketing has almost become a nuisance to customers
event management certificate

Management Certificate - JWU-Providence.com
www.jwu-providence.edu/Management
Start your career with a degree from J&W. Request free info now!
Programs - About Us - Location
8 Abbott Park Place, Providence, Rhode Island

Event Mgmt Certificate - UMassOnline.net
www.umassonline.net
Earn your Certificate in Meeting & Event Mgmt at UMassOnline!

Event Management Diploma - Glion.edu
www.glion.edu
Accredited Event Management Degrees at Glion. Request info now

George Washington University Event Management

Certificate in Meeting and Event Management - UMassOnline
www.umassonline.net/Online-Cert/ University of Massachusetts Online
The Online Certificate in Meeting & Event Management prepares students for a career in the ever-popular meeting and event industry. This certificate program is ...

Project Mgmt Certificate
edc.bryant.edu
(855) 685-6417
Get Certified in PMP®, CAPM®, or the New PMI-ACP®. Call Today.

Meeting & Event Planning
www.apus.edu
Earn a Certificate in Meeting and Event Planning. Online Program.

Hospitality Management
www.devryhospitalitydegree.org
(877) 958-7317
DeVry University Hospitality Management Classes. Register Today.

Project Mgmt Certificates
duke.corpgroup.com/Online-Courses
Certificate From Duke Univ. Build Credibility. Enroll Today!

Wentworth Professional Ed
www.wfl.edu/professionaled/
Dashboard
Free Download Campaign

Download the "10 Tips for an Awesome Event" White Paper for Free!

Learn more about event marketing through this free white paper. Learn 10 tips to make your next event awesome! Fill out the form below to receive your free download:

* = required
First Name
Last Name
Email*

Submit

©2014 George Washington University
Free Download Campaign

- Potential students get something they want
- We get something we want! (leads!)
- We did not contact them unsolicited, but we are able to market to them in the future
- These leads are valid because you know they had interest in the program to start with
Free Download Campaign
Free White Paper Conversions
White Paper Conversions

![Image of a screenshot showing Conversions webpage with information about lead capture forms and other details.]

The webpage displays the conversion of white papers into actionable leads. The table lists leads with their Create Date, First Name, Last Name, and Cart Purchase Items. Each lead can be selected for specific actions such as deletion or editing.

**Table Example:**

<table>
<thead>
<tr>
<th>Create Date</th>
<th>First Name</th>
<th>Last Name</th>
<th>Cart Purchase Items</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>06/04/2014</td>
<td>Alex</td>
<td>Young</td>
<td>Free Informational Session</td>
<td>Select action</td>
</tr>
<tr>
<td>05/27/2014</td>
<td>Maria</td>
<td>Lee</td>
<td>Free Informational Session</td>
<td>Delete action</td>
</tr>
<tr>
<td>04/23/2014</td>
<td>Mike</td>
<td>Johnson</td>
<td>Event Management Institute</td>
<td>Select action</td>
</tr>
<tr>
<td>04/19/2014</td>
<td>Sarah</td>
<td>Davis</td>
<td>Free Informational Session</td>
<td>Delete action</td>
</tr>
<tr>
<td>04/04/2014</td>
<td>Brian</td>
<td>Williams</td>
<td>Wedding Planning, Coordination and Consult</td>
<td>Select action</td>
</tr>
<tr>
<td>03/16/2014</td>
<td>Alice</td>
<td>Brown</td>
<td>Free Informational Session</td>
<td>Delete action</td>
</tr>
<tr>
<td>03/12/2014</td>
<td>David</td>
<td>Scott</td>
<td>Event Management Institute</td>
<td>Select action</td>
</tr>
</tbody>
</table>

**Notes:**
- Leads can be filtered by Create Date and name.
- Options to save/search/chang views.
- Options to select or unselect all leads.
- Distribution charts and search parameters settings are available.
# Overall White Paper Leads

![Image of Gendo interface showing leads and segments](image)

## Lead Details

<table>
<thead>
<tr>
<th>Create Date</th>
<th>First Name</th>
<th>Last Name</th>
<th>Cart Purchase Items</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>03/07/2014</td>
<td>Crystal</td>
<td>Jackson</td>
<td>Wedding Planning, Coordination, and Consulting</td>
<td>Select action</td>
</tr>
<tr>
<td>11/14/2013</td>
<td>Denise</td>
<td>Kelly</td>
<td>Wedding Planning, Coordination, and Consulting Workshop</td>
<td>Select action</td>
</tr>
<tr>
<td>10/17/2013</td>
<td>Payana</td>
<td>Willie</td>
<td>The Successful Portfolio: Moving Forward In II</td>
<td>Select action</td>
</tr>
<tr>
<td>10/17/2013</td>
<td>Sandra</td>
<td>Harrison</td>
<td>The Successful Portfolio: Moving Forward In the Event Management Profession</td>
<td>Select action</td>
</tr>
<tr>
<td>10/17/2013</td>
<td>Karlos</td>
<td>DelToro</td>
<td>Starting, Growing, and Managing an Event Bus</td>
<td>Select action</td>
</tr>
<tr>
<td>10/08/2013</td>
<td>Sharon</td>
<td>Robinson</td>
<td>Starting, Growing, and Managing an Event Bus</td>
<td>Select action</td>
</tr>
<tr>
<td>10/17/2013</td>
<td>Ashley</td>
<td>Chiarello</td>
<td>Sport Event Marketing and Management</td>
<td>Select action</td>
</tr>
<tr>
<td>10/17/2013</td>
<td>Sandrine</td>
<td>Stanton</td>
<td>Meetings and Conferences</td>
<td>Select action</td>
</tr>
<tr>
<td>10/08/2013</td>
<td>Erika</td>
<td>Hamer</td>
<td>Free Informational Session</td>
<td>Select action</td>
</tr>
<tr>
<td>12/02/2013</td>
<td>Leslie</td>
<td>Heath</td>
<td>Free Informational Session</td>
<td>Select action</td>
</tr>
<tr>
<td>10/08/2013</td>
<td>Marcellina</td>
<td>Davis</td>
<td>Free Informational Session</td>
<td>Select action</td>
</tr>
<tr>
<td>10/08/2013</td>
<td>Elizabeth</td>
<td>Brown</td>
<td>Free Informational Session</td>
<td>Select action</td>
</tr>
</tbody>
</table>
Overall White Paper Conversions

- Since the start of campaign, 396 people have requested the white paper
- 58 of those have signed up for a class
- 14.6% Conversion rate!
Free Info Session

Attend an Event Management Info Session

Join us!
June 4th, 2014
7:00 to 8:00 p.m.  Sign up to RSVP or view a video version here.
Free Info Session

If you have trouble reading this email, view the web version here.

The eProgram
Event Management News, Tips & Announcements
delivered monthly right to your inbox

Dear [Program Name] Student,

Thank you for attending a George Washington University Event Management Certificate Program Free Information Session. We hope you gained some valuable information about how the program works and if it is the right fit for you. Thousands of students have successfully earned their certificate and are now working in the growing field of event management. You too could be one of these success stories.

Our program is tailored to fit any type of schedule. We have students who are also currently working full-time, as well as students that are concentrating solely on earning their certificate. We have students in the Washington area, as well as students taking the certificate online worldwide. The beauty of the Event Management Certificate is that it can be tailored to any schedule and location.

Below are some useful links to help answer any other question you may have or help you get started! You may also email Roy at rsinghno.wu@gmail.com or call 707-495-4477 with questions.

Program Homepage
Program Information
View our Program Brochure
Watch a Video Session of the Free Information Session

Free Information Session

When: February 9th, 2014
7-8pm
Come and preview course materials, meet faculty and graduates, and get answers to your questions at the Event Management Certificate Program open house held monthly. Register now!

View an online video version of the information session here

Quick Links
Course Listings
Student Resources
Career Resources
Program Information
# Email Campaigns

![Email Campaigns Interface](image)

## Manage Emails

<table>
<thead>
<tr>
<th>Category</th>
<th>Unsorted</th>
<th>Archived</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best Practices Follow up</td>
<td>2</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Downloads</td>
<td>1</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Event Coordination Follow Up</td>
<td>2</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Event Management Tips</td>
<td>4</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Event Marketing Follow Up</td>
<td>2</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Free Information Follow Up</td>
<td>2</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Upcoming classes eblast</td>
<td>7</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>White Paper Sequence 0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>White Paper Sequence 2</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>
Email Metrics

Top level Aggregate Metrics

- **Opened No Visits**: 13.0%
- **Single-Page Visits**: 12.9%
- **Multi-Page Visits**: 1.1%
- **Opt Outs**: 0.4%
- **Not Opened**: 84.1%

<table>
<thead>
<tr>
<th># Recipients</th>
<th># Opened</th>
<th>% Opened</th>
<th># Single-Page Visits</th>
<th># Multi-Page Visits</th>
<th># Not Opened</th>
<th># Total Views</th>
<th>Average Times Opened</th>
<th># Opt Outs</th>
</tr>
</thead>
<tbody>
<tr>
<td>3976</td>
<td>624</td>
<td>15.69%</td>
<td>48</td>
<td>45</td>
<td>3382</td>
<td>1039</td>
<td>1.7</td>
<td>14</td>
</tr>
</tbody>
</table>

**Total Clicks**: 239  
**% Click Throughs**: 28.04%  
**Unique Clicks**: 126  
**% Unique Click Throughs**: 21.79%  
**Total Site Visits**: 2  
**Total Time on Site**: 0.01 min  
**Average Time on Site**: 0.01 min

**View Most Responsive Leads**

**What This Email Caused**

- Course enrollment: 2
- External link click: 14
- File download: 4
- Page view: 329
Nurturing Sequences

- Allow us to help guide students through the program
- Increase revenue by prompting students to enroll in their next class
- Allows us to stay fresh in a student’s mind with minimal effort
- Triggered by the completion of the previous class
### Lead Management

**Dashboard**

- **Help/Support** | **Logout**

**Brendan**

**Lead Management**

- **Segments**
- **Lead Capture Forms**
- **List Management**
- **Sales Reports**

**Total Unique Leads:** 5300

**View By:** Lead Type List | Source List

**Showing 1 to 14 of 14 total lead types**

<table>
<thead>
<tr>
<th>ID</th>
<th>Description</th>
<th># Leads</th>
<th># Bad Email</th>
<th>Assoc. Sequence</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>10501</td>
<td>Blog Commenters</td>
<td>0</td>
<td>0</td>
<td></td>
<td>Select Action.</td>
</tr>
<tr>
<td>10500</td>
<td>Blog Subscribers</td>
<td>0</td>
<td>0</td>
<td></td>
<td>Select Action.</td>
</tr>
<tr>
<td>04500</td>
<td>cartpurchase</td>
<td>419</td>
<td>13</td>
<td>(1)</td>
<td>Select Action.</td>
</tr>
<tr>
<td>94001</td>
<td>catalogrequest</td>
<td>24</td>
<td>2</td>
<td></td>
<td>Select Action.</td>
</tr>
<tr>
<td>128000</td>
<td>CC contact.import</td>
<td>4302</td>
<td>956</td>
<td></td>
<td>Select Action.</td>
</tr>
<tr>
<td>342400</td>
<td>emails</td>
<td>5</td>
<td>0</td>
<td></td>
<td>Select Action.</td>
</tr>
<tr>
<td>165500</td>
<td>Free Informational Session 2013</td>
<td>106</td>
<td>9</td>
<td>(1)</td>
<td>Select Action.</td>
</tr>
<tr>
<td>94504</td>
<td>giftcard</td>
<td>0</td>
<td>0</td>
<td></td>
<td>Select Action.</td>
</tr>
<tr>
<td>04602</td>
<td>household</td>
<td>0</td>
<td>0</td>
<td></td>
<td>Select Action.</td>
</tr>
<tr>
<td>94503</td>
<td>learner</td>
<td>934</td>
<td>27</td>
<td></td>
<td>Select Action.</td>
</tr>
<tr>
<td>96100</td>
<td>Lumens Bulk Import 10-2012</td>
<td>1240</td>
<td>192</td>
<td></td>
<td>Select Action.</td>
</tr>
<tr>
<td>324501</td>
<td>post info session - no purchase</td>
<td>132</td>
<td>6</td>
<td></td>
<td>Select Action.</td>
</tr>
<tr>
<td>51001</td>
<td>Volunteer Form Request</td>
<td>16</td>
<td>1</td>
<td></td>
<td>Select Action.</td>
</tr>
<tr>
<td>145010</td>
<td>White Paper Download</td>
<td>388</td>
<td>13</td>
<td>(1)</td>
<td>Select Action.</td>
</tr>
</tbody>
</table>

**Show 100 entries**

**First | Previous | Next | Last**

---

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Dear [first name](last name),

Thank you for enrolling in Best Practices in Event Management. We hope you enjoy your class. We just want to remind you to sign up for Event Coordination, the second Core Class. You can look at our schedule of upcoming on-campus core classes here, or sign up for an online class here. Below are the 4 core classes you need to complete, plus 3 electives of your choice:

1. Best Practices in Event Management
2. Event Coordination
3. Event Marketing
4. Risk Management: Financial, Legal, and Ethical Safeguards

Below are some useful links to help answer any other question you may have or help you get started! You may also email Roy at rainefon@gwu@gmail.com or call 877-499-4477 with questions.

- Program Homepage
- Program Information
- View our Program Brochure

**Quick Links**
- Course Listings
- Student Resources
- Career Resources
- Program Information

Free Information Session

When: March 5th, 2014
7 - 8 pm
Come and preview course materials, meet faculty and graduates, and get answers to your questions at the Event Management Certificate Program open house held monthly. **Register now!**

View an online version of the Information session [here](#)
Welcome to the George Washington Event Management Certificate Blog

The GWU Event Management Certificate is proud to launch our new blog! A place where students, teachers and industry professionals can connect and check out the latest trends in the event management industry. The content of this blog will be provided by a variety of sources and we welcome students and faculty to become "guest bloggers"! To learn how you can write for the GWU Event Management Blog contact Brendan at bmarsello.gwu@gmail.com.

GW Summer Institutes!

by Brendan Marsello on June 10, 2014

Upcoming GW Summer Institutes
Blog

- The blog helps drive SEO with fresh content
- Gives students another reason to visit the site and interact
- Coordinating with instructors on content
- Coordination can be frustrating but the end result is beneficial to both the students and our overall marketing reach and performance
Recap GWU and Genoo

- Traffic & Conversion Metrics – so you know what’s working and what needs improvement.
- Email Marketing – both broad sends, easy targeting and segmenting, and auto-triggering of sequences based upon what leads sign up for.
- Real-Time update of student/user information, Lumens site activity and course enrollments.
- Dynamic and Always up-to-date configurable class listings – great for schools that have websites other than the Lumens registration site.
- Full Website CMS / Landing Pages & Blogging platform.
Genoo Integrated Marketing Saves You Time

- Most schools do not have full-time marketers.
- Genoo, once set up, can be utilized effectively in about 4-8 hours per week.
- We’ve gotten reports of lower class cancellation rates.
- We focus on helping you connect better with your target audience, while optimizing your available resources.
Genoo is available in two packages

- Essentials Package
  - Full set of functionality
  - Up to 15K emails per month
  - 3 Genoo users
  - 1 marketing consulting "item" per quarter.

- Premium Package
  - Full set of functionality
  - UP to 50K emails per month
  - 10 Genoo users
  - 2 marketing consulting "items" per quarter.

Marketing Menu Items Include:
- Call to Action Mapping for CE
- Segmented Communication Plan
- Metrics Strategy
- Marketing Message Test
- Targeted Marketing Plan
- Contract Training Campaign
- Consultation Calls

- Download the Datasheet at http://www.genoo.com/lumens
Genoo is an addendum to your Lumens Contract.

- To add Genoo, you execute an addendum to your Lumens contract.
- It is invoiced annually, prorated to your annual renewal date.
CE Marketing and Growth is Not Getting Easier.

- The world has changed.
- People experience “information glut” – we are drowning in information!
- “Broad” include-everything emails are not producing the same results.
- Targeting and Segmenting is becoming critical.
- Understanding how to manage and publish content that is meaningful to your target audience(s) is becoming more important.
- You must have a modern approach to marketing and growing your CE program.

Genoo Integrated With Lumens Brings You Those Tools...

- We work to ensure that you can leverage and utilize the tools to improve your results.
- We add new capabilities that help you save time and be more effective.
- We are committed to your success.
- Extending Lumens with the ways to market and grow your CE program helps you win.
Questions
Thank You!

- Want more information? Contact:
  - Kim Albee, Genoo
    - kim@genoo.com
    - 763-383-6081 x102
  - Brendan Marsello, George Washington University
    - bmarsello.gwu@gmail.com
    - 877-498-4477
  - Kayla Anderson, Augusoft
    - sales@augusoft.net
    - 763-331-8300