

# Engaging Communication Campaign Increased Sales

How a successful strategy helped drive sales



## About the Client

Our client is a global leader in commercial laundry equipment. They design, manufacture and market a line of commercial laundry equipment under several brands in over 100 countries.

## The Challenge

The incentive program's goal was to increase sales in our client's distribution channel. Our objective was to design and implement a multi-pronged communication program that was relevant and impactful in order to deliver maximum engagement for program participants. The campaign needed to include a variety of communication elements throughout the entire incentive program, as well as before, during and after the group travel reward to truly inspire change and drive results.

## The Solution

We created an interactive and engaging marketing communications plan to excite and inform participants throughout the selling period that would ultimately inspire more winners to achieve their sales goals. With the audience demographic and company history in mind, the theme Living Legends was developed because it spoke to our client's legacy (112 years in business), the legendary families who started their business decades ago, and the legends of Machu Picchu, the destination chosen for the group travel incentive.

The 14-month communication campaign included a wide variety of messaging touchpoints, from e-newsletters to monthly blogs to gift mailers sent to their homes.

**Program Website:** A Living Legends website was created to house all information related to the incentive: program rules, sales standings data, motivational messages, and Peru trip details.

We also delivered monthly standings reports, giving visibility into individual and group tracking toward goals.

Each month, after standings were posted, a blog was uploaded to the site that teased the upcoming communication for that month.

Emails were sent to participants alerting them that standings were updated, nudging them to visit the site.

A week or two later, the communication piece was delivered to each participant.

**LIVING LEGENDS**

## A Legendary ARRIVAL

PERU FROM MACHU PICCHU TO PISCO SOURS AND BEYOND  
SEPTEMBER 29 - OCTOBER 5, 2018

2018 is finally here, which means it's only a few months until our top performers will be preparing for one of life's most sought after adventures! From Machu Picchu to the Sacred Valley, **this trip is absolutely mind blowing**. But, before exploring the ancient Incan Citadel, our trip begins and ends for all winners and their guests in Peru's legendary capital city (the only capital in the world that lies along the Pacific coastline!)

Upon arrival in vibrant Lima, winners and guests will be whisked off to the ultra-luxurious 5-Star **Belmond Miraflores Park Hotel** located in the exclusive urban district. The resort combines service and style in a lush, garden setting overlooking the Pacific Ocean. It's the perfect base to discover Colonial architecture, glamorous shops, bars and restaurants.

## LIVING LEGENDS

PERU FROM MACHU PICCHU TO PISCO SOURS AND BEYOND

Welcome | Travel & Accommodations | Peru | Agenda | Activities | Qualifications | Register | Contact Us

### Welcome

**Congratulations!**

We can't wait to celebrate your accomplishments! As a Living Legends winner, you and your guest will experience all the fun and excitement Peru has to offer.

### Passport

You'll need a valid passport (with at least six months' validity remaining from the date of your departure). You'll be required to enter your passport number and expiration date in order to complete your registration. If you need to renew or apply for a passport, please visit [travel.state.gov](#) for complete details. Allow three to six weeks to process your application. Remember to bring extra photocopies of your passport with you when you travel.

### About the Trip

For more information, see the navigation tabs at the top of this site. You'll find a high-level agenda, activity descriptions, suggested attire and more. Then, complete your online registration to secure your spot on this amazing trip. Remember, the system allows you to register only once, so carefully review your form before submitting it.

The registration deadline is August 1, 2018.

[Register Now!](#)

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**Home Mailers:** The July trip announcement contained a custom Hiram Bingham luxury train announcement that provided an overview of the Peru trip, including full day Machu Picchu experience and Sacred Valley of the Incas tour. Each participant also received a bottle of Pisco brandy – the Peruvian national spirit – and two etched Living Legends Pisco drinking glasses in a custom-designed box.

In October, after an electronic quiz was served to participants, prizes were sent to homes that included a martini shaker, Pisco sour mix and a recipe card. Later, we sent a mailer that delivered a taste of Peru's legendary flavors – a culinary box filled with the contents of a traditional Peruvian dinner for an evening of home-cooked goodness.

In November, an extension trip announcement was sent to pique interest in the top qualifier pre-trip bonus, which included a Nazca and Paracas luxury tour (including a fly-over of the mysterious Nazca lines). To drive excitement, we sent a popcorn/movie night themed gift featuring a DVD about the mysterious Nazca Lines produced by National Geographic.

In May, the top achievers received their winner announcement and a book: Machu Picchu - Rediscovering the Lost City.

In September, participants received a gift – Patagonia vests – along with their trip materials, which included departure booklets, flight confirmation, personalized luggage tags, etc.

## The Outcome

There are times throughout the year when “eyes can come off the prize,” especially during a long and challenging sales cycle. Infusing energy back into the sales effort is crucial. Having consistent communication touchpoints to catalyze engagement and behavior is important to generate desired results. By sending communications directly to the distributor principal's home, it helped engage the spouse/significant other and their excitement reinforced the drive for the participant to do everything possible to win and experience this destination.



Our client finished the year with a large double-digit sales increase versus the prior year and posted the largest single two months of order history in the final two qualifying months for the trip. Needless to say, the trip more than paid for itself within the calendar year.

Post-program participant feedback was very positive. Participants' comments spoke of the goodwill that comes from strengthened relationships when a group experiences a legendary adventure together.



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