## Cox Business holds seminars for lead generation

Cox Business in Oklahoma wanted to test a vertical for lead generation. They chose Church Organizations and wanted to have a seminar to educate the administrative staff of these organizations on how to better use technology to increase the church's attendance and to communicate more effectively with their members. Since this was a topic on technology Cox decided to use one2one marketing's technology to track and measure the results of this campaign.

Over 230 registered in just 3 weeks!

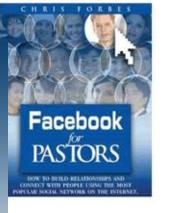




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Two seminars would be held, one in Tulsa and one in OKC. A database list was procured and cleaned by one2one marketing of about 2600 church organizations with contact names within the two locations. The seminars were held about two weeks apart featuring the same 3 speakers. One2one marketing created the entire campaign from the database, invites, to the online landing/registration pages. The invites were sent out approximately 3 week in advance of the seminars with over 230 people registered and final attendance for both seminars was over 150.







Database purchased, personalized landing pages created, and invites printed & mailed all by one2one marketing.

