

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.



The landing page is titled "GROWING YOUR COMMUNITY OF FAITH" and features the Cox Business logo. It includes a section for speakers: Scott Klososky and Mike Koehler, with their photos and biographies. A section for the book "Facebook for Pastors" by Chris Forbes is also featured. The page includes a registration form with fields for name, email, and phone number, and a button labeled "Enter".

GROWING YOUR COMMUNITY OF FAITH

COX Business

John,

In today's fast-paced world, technology plays an important role in every aspect of our lives. It has become an especially important part of the way worship organizations communicate with members and potential members. That's why Cox Business would like to invite you to a free seminar that explores how technology is helping communities of faith like expand and grow.

At this event, you'll hear interesting insights about technology trends, e-communications and social media applications from experts like:

SCOTT KLOSOSKY

SCOTT Klososky: A former CEO of three successful startup companies, Scott specializes in "looking beyond the horizon" at the ways technology is changing the world, and how these changes can positively effect the way faith-based organizations communicate and grow.

For more information about Scott visit: www.klososky.com

MIKE KOEHLER

Mike Koehler: Mike has more than 15 years experience in the communications business and is a social media thought leader in how the web creates connections between communities, customers and businesses.

For more information about Mike visit: www.smirknewmedia.com

Don't miss out on these FREE seminars which include a buffet lunch. You will also receive a copy of the book *Facebook for Pastors* written by social media expert Chris Forbes.

Click "enter" below to register.

Oklahoma City

September 15th, 9:30a-2p at the:
Waterford Marriott
6300 Waterford Boulevard
Oklahoma City, OK 73118

Tulsa

September 16th, 9:30a-2p at the:
SpiritBank Event Center
10441 S. Regal Blvd.
Conveniently located on 105th & S. Memorial
Tulsa, OK 74133

Facebook for PASTORS

CHRIS FORBES

HOW TO BUILD RELATIONSHIPS AND CONNECT WITH PEOPLE USING THE MOST POPULAR SOCIAL NETWORK ON THE INTERNET.



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