

Disciplined direct response marketing to target and grow membership



The Heating, Refrigeration and Air Conditioning Institute of Canada is a national trade association of manufacturers, wholesalers and contractors

Problem

- In the face of two new regulatory changes that would affect a regional group of its members, HRAI saw the opportunity to reach out to a lagging membership base in Atlantic Canada.
- The challenge was HRAI's current acquisition strategy was limited to unsegmented, broad-based emails written for a general audience.

Approach

Halmyre's approach dug into what was unique about this regional membership base to deliver a personalized message. Activities included:

- Researched target insights, campaign positioning and priority messaging.
- Produced smart, targeted creative to draw optimum interest and response.
- Developed an integrated campaign: email, social media, newsletter promotion, revised landing pages for contractor membership and social media support.
- Optimized response and costs by introducing personalization and targeting.
- Detailed reporting and analysis measuring the response and rates.

Targeting the members' needs with messaging that resonates

Outcome

- Created benchmarks of 32% for open rates and 18% for conversions — far exceeding generic acquisition efforts.
- Positioned client to extend this campaign for national reach.
- Drew on direct-response marketing best-practices to transform client's approach to acquisition for the future — for long-lasting impact and growth.

