

TEEL DESIGN GROUP (TDG) CASE STUDY FOR National Society for Histotechnology

ORGANIZATION OVERVIEW

National Society for Histotechnology (NSH) is an organization located in Columbia, MD. They cater to the Histology community by providing the following to their members:

- Professional Development
- Continuing Education
- Meetings and Events
- Publications
- Partnerships and Programs
- Social Media group interchange

The Objective

TDG's objectives were to replace and exceed the former full time social media employee, who had resigned in the early spring of 2016. Her responsibilities were to manage the digital outreach of the organization and promote upcoming events for NSH. Additionally, we proposed to upgrade the overall web presence of the organization and increase attendance and income for the annual convention (2016 convention held in Long Beach, CA).

STEP 1: IDENTIFY EXISTING NSH ASSETS

Review NSH's current outreach as it pertains to digital marketing. The results were as follows:

1. A 17,000 person email list.
2. Three low interaction Facebook Business pages.
3. One Facebook group page.
4. One mostly unused Twitter page.
5. No Google Business page.
6. No Instagram page.
7. A mostly unused LinkedIn page.
8. One very underused LinkedIn group page.

9. One main website for the organization that was large and difficult to navigate.
(<http://nsh.org/>)
10. One events website for their yearly convention that was simple to navigate, but had too many steps to register for the convention and/or get information about the convention.
(<https://www.histoconvention.org/>)

STEP 2: RE-ENGAGE EXISTING AUDIENCE AND ADD TO MULTIMEDIA CHANNELS

1. TDG created the missing social media pages by developing a verified Google+ page and an Instagram page and began creating a following for Instagram based on competitor targeting.
2. We leveraged the assets of other histotechnology organizations and began to use their follower lists to create our targeted following list, and people in turn followed us back as we continued to post engaging images.
3. Google+ was less of a focus as its value as a social network is relatively limited. Since NSH has virtually no competition in search engine results, which is where Google+ has the most value.
4. We then began to run multiple styles of posts with paid ads behind them to create enough data to understand what made existing members react.
5. It quickly became obvious that Histotechs were excited by images of slides/specimens and articles about their colleagues and technical advances in their industry. Simple slide posts began to get thousands of likes and shares on pages that had virtually no interaction before. We increased our concentration on these kinds of posts, and leveraged the [Sniply](#) software, that allows us to attach free “calls to action” to the articles we shared encouraging people to learn more about the upcoming event.
6. After reengaging people on their social media channels, we created a custom audience based on their 17,000 email list and ran ads only to people on that list. This allowed us to see who was active on their list, and who we should remove.
7. We then added heat-map programming and more advanced analytic tools to their websites using Google Tag Manager. These additions allowed us to see how visitors were utilizing the two websites (main and convention only).

STEP 3: PROMOTION AND IMPROVEMENT

With the online network setup, we began to fine tune their custom audiences based on behavior. We began running targeted ads, posts, and emails (through Constant Contact) to drive people to event sign ups and educate them about up-sells like optional workshops, continuing education and professional development opportunities.

These actions created data that allowed us to use behavior based re-targeting to follow up with people based on where they were in the purchase cycle, what they interacted with, and what they didn't.

Confirmed conference attendees were shown ads for additional purchase options and encouraged to share the event with colleagues, while visitors to the website who had not yet purchased tickets were shown incentives to buy tickets to the event as soon as possible, and content about how excited their colleagues were to attend etc.

Three weeks from the convention, we were showing the largest number of attendees the event had seen at that point in ten years, so we started to focus more on selling additional classes and products. We did run one more "Last Chance" promotion to snap up any last-minute potential customers to the convention.

POST-EVENT ANALYSIS

1. 2016 attendees to the convention were of the highest quality in spending and participation per attendee NSH had ever seen, so going forward we need to continue to cultivate similar prospects with our developed assets while continuing to increase the number of high quality attendees at future events.
2. It also became obvious that their email list was old and not up to date, so one of our first steps post event was to begin the process of cleaning and re-engaging the existing list to create a better-quality list that will be more effective for future promotions.
3. We will also be developing a new website based around ease of use and ease of sale utilizing the data we have collected over the past year.
4. Client moved from being in the red in 2015, to in the black in 2016. Our clean up and new outreach strategies not only made for the most profitable convention season NSH has experienced, it also enhanced the additional digital outreach that the organization offers. (i.e., workshops, online community engagement, etc.)

CONCLUDING RESULTS

TDG accepted a six month "proof it" contract with NSH in the spring of 2016. After delivering on our promised proposal, NSH has signed a new one year contract to continue the digital marketing services.