

**Client:** **Biltmore:** professional registry and social networking membership organization

**Challenge:** Control had always been understated, non-sales letter simply offering complimentary registry listing: pure lead generation. Client requested new creative package that sold paid membership benefits more aggressively.

**Strategy:** **I recommended Biltmore hold off on brand-new package temporarily: save money/get to market faster with cheaper, smaller-scale creative test leveraging existing control first** to get read on whether selling membership benefits would resonate with prospects before investing in both a new lead generation sales strategy *and* a costly new creative package at the same time.

**Wrote and directed design of 2-sided buck slip below that was nested inside existing control letter.** It was critical to tout these membership benefits in an understated, upscale way with appropriate visual support that matched understated voice and tonality of control letter or we'd destroy all mood/credibility of control.

**Results:** **"Largest conversion percentage we've seen –60% higher conversion rate over normal results"**

**Bonus:** **Higher response, conversion, and ROI at a fraction of new package cost.** Plus invaluable metrics to guide us in ensuring that new test package investment will be far more focused and on-target.



*Although the Biltmore Who's Who Registry is best known for its published profiles of high achieving executives and professionals, members enjoy many other benefits too...*

**Building Professional Connections.** In tough times, who you know counts as much as what you know. Participating Registry members gain meaningful opportunities to make new connections that enhance their career and business success. Exclusive social networking privileges include private access to Registry website/e-mail links and member biographies. Thousands of executives, professionals and other esteemed members can search their fellow members' online biographies and instantly connect back with them.

**Increasing Online Reputation and Credibility.** If a potential employer, recruiter, or customer were to enter your name in their internet browser, what would they find? Since decision makers conduct online searches before finalizing hiring or purchases, managing your online reputation is so critical. Biltmore Who's Who Multi-Media creates a more compelling online reputation for each participating member through customized media releases that are submitted to top-rated search engines like Google, Ask, Yahoo, MSN and others.

**Read what members say** about how their Registry benefits led to greater professional success: (see reverse)



### **Feedback From Registry Members...**



"I have been a member since January 2006. I just recently started using Biltmore's networking tools for gaining exposure and marketing experience. I never expected to generate so much feedback, and higher conversions and sales in my business. At the end of the day, you have to stand out from the crowd and build a social profile. Biltmore Who's Who has helped me do this. I hope to be included for lifetime."

*Sostenes A. Santiago, Electrical Supervisor, PMX Industries Cedar Rapids, Iowa*

"I want to thank you for including me in the Biltmore Who's Who Registry as a VIP member...it's helped me expand my expertise as an Educator for the Christic Institute Law Firm and a Political Consultant."

*Christopher Michael Vichiola, Sales/Safety Associate, Torrington, Connecticut*

"My membership has been such a successful event. I have been actively networking and had immediate success by using the website with about 10 or more members as well as members in my area. I listed it on my company profile and my clients keep asking me about it...it gives me strong credibility in my field"

*Vickey L. Lloyd, Advertising Executive, Jacksonville, Florida*

**If you would like to find out more about enhancing your connections and online credibility,** you'll find details about these membership privileges when you confirm your complimentary published Registry listing.

Please note: specialized social networking and multi-media privileges are reserved for eligible Registry members. Your complimentary listing does not include these in-depth support programs.