

Dietze Enterprises, Inc.

INTEGRATED COMMUNICATIONS

Dietze Enterprises, Inc. provides lead retrieval and access control services to trade show managers and exhibitors, renting equipment to create badges worn at trade shows. Using various technologies, Dietze's badge readers collect qualified lead information as attendees visit exhibitor booths.

The need

Dietze retained Hodge Schindler to help develop and implement a public relations and marketing plan for a new radio frequency identification-based badge system (RFBadge); assist with an application for an international technology competition for trade show industry advances; and develop a new company Web site to promote its products and services. In addition to a tight, two-week deadline for the international competition, Dietze also needed to raise its profile among trade show professionals. The company also needed a Web site that would bring a more polished, professional and technological look to support its high-tech product line.

Our approach

- Hodge Schindler researched and prepared a successful application for the award (EIBTM WorldWide Technology Watch) even before our agreement went into effect, learning the company's operations and gaining valuable insight into its planned business directions.
- We also developed a database of publications and Web sites reaching Dietze's primary target audience of trade show managers. Storylines about the RFBadge were created and pitched to specific editors and reporters, augmented by several news releases designed to further familiarize the media with the Dietze name and products. Hodge Schindler also developed and distributed the company's first media kit.
- Our strategy also included the design, production and distribution of an electronic postcard to launch the RFBadge concept to 8,500 tradeshow managers and meeting planners around the globe.
- Hodge Schindler began developing the new Web site, www.leadretrieval.com, including a site map, interactive features and a launch timeline. We also created content, oversaw design and selected the hosting service.

The outcomes

- As a direct result of the initiatives, Dietze and its full line of products received wide coverage in various regional and national tradeshow industry publications, including Illinois Meetings & Events, Exhibit City News, Exhibitor Magazine, Meetings & Conventions, and Trade Show Executive.
- The e-postcard to announce the launch and availability of RFBadge generated a click-through rate of nearly 30 percent, and numerous phone calls and e-mails to Dietze seeking additional information.
- Thanks to cleaner navigation and a more consistent look, traffic on the new Web site increased steadily.
- Dietze Enterprises, Inc.'s profile within the trade show media and among the company's target audience is significantly higher as a result of the initiatives launched as part of the integrated marketing plan.