Best Email Opt-in Campaign
Honorable Mention B2B
Paradigm Learning – Leading In Tough Economic Times

Brand/Client Side Team:
Diana Blackburn

MarketingSherpa Summary – Why They Won:

It’s tough selling training to managers. That’s something we know a little about. This creative and integrated campaign used its opt-in email list as its core component, and did what every B2B campaign wants to do – generate quality leads.

From Their Nomination Form:

First email blast – sent to 2,383 Registered Paradigm Insiders (house opt-in list):
- Opened email - 567 (23.79%)
- Clicked on promotion - 547 (96.47%)

Second email blast to unopened registered Insiders (1,771):
- Opened email - 180 (10.16%)
- Clicked on promotion and other links -204 (113.33%)

Total Open Rate for both drops: 34.13%
Total Click Rate for both drops: 209.80%

Two leading management training and consulting companies have combined forces to develop a new, free managerial tool specifically designed to help managers lead their organizations during times of turbulent economic conditions.

This tool, which includes a Discovery Map® and Discussion Guide, helps managers better understand their role in leading their teams through difficult economic times.

Paradigm Learning designed this high-engagement training program based on Forum Corporation research that identified 10 actions successful leaders have taken during previous recessions.

Using this training tool, managers are guided through these three areas and the actions they can take to settle the organization, continue in the right direction and help their company emerge on top.

Press Releases

- With Bad Economy, Testing Managers, Forum Core Finds 10 Steps They Can Take to Lead More Effectively
- Forum and Paradigm Form Strategic Partnership

White Papers

- Leading During a Recession
- Improving Corporate Training Results with Discovery Learning Methodology

Paradigm Learning
2761 North Rocky Point Drive
Tampa, Florida 33607
(813) 287-9030 • ParadigmLearning.com

Forum Corporation
265 Franklin St
Boston, MA 02110
(617) 523-7000 • Forum.com

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