



## Kingston Business School grow their mailing list with increased website activity

**Company:** Kingston Business School, Kingston University, London  
**Industry:** Conference marketing  
**Location:** Kingston upon Thames, UK  
**Website:** [www.iccmi2015.org.uk](http://www.iccmi2015.org.uk)

*From the moment of my first contact with AXLR8, I knew they were going to deliver. Their professional manner, obvious technical know-how, and level of responsiveness to my queries filled me with confidence from the outset. My fellow organisers and I are completely delighted with our conference website, while the speed at which AXLR8 has been able to respond to our needs is first-class. The mailings have been delivered with trouble-free outcomes. Would I choose AXLR8 again for future projects? The answer is a resounding yes!"*

**Lesley Ledden,**  
**Kingston Business School,**  
**Kingston University London**

### Business Goals

To develop a website to market an academic conference. The website had to appeal to the current membership, encourage the submission of papers, and ultimately promote delegate registration. The organisers' mission is to grow and maintain the mailing list year on year.

### Why AXLR8?

Kingston University were recommended to use AXLR8 to achieve their objectives by SimpleGraphics, our design partner, who has worked with Business School staff for many years. The AXLR8 WebFastTrack Marketing system is used successfully by many SimpleGraphics' clients.

### Key Business Benefits

- Ability for staff to update the website themselves
- On-site training offered
- Ease of integration with AXLR8 Mailing Manager
- Analysis of visitor statistics
- Addition of form to encourage visitors to subscribe to mailings
- Data cleaning tools
- Grouping and profiling of prospects for targeted mailings



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## Background

The 3<sup>rd</sup> International Conference on Contemporary Marketing Issues (ICCMi) is to be held in summer 2015 at Kingston Business School, Kingston University London. It is jointly organised by Kingston Business School and Alexander Technological Educational Institute (ATEI) of Thessaloniki, Greece.

Following the conference's successful inception in 2012 by ATEI in Greece, the task for Kingston Business School was to build a website for the 2015 conference and grow the existing database of delegates from around the world. The ultimate goal was to raise the profile of the conference among the international academic community by extending its reach to a wider number of countries, in the process both attracting new delegates and encouraging attendance from previous ones. The success of the conference will be crucial in enabling ATEI in Greece to grow the conference after 2015 and into the future.

## Business Challenges

Ultimately, we were developing technology to market a conference on Marketing to Marketing academics – a tall order! The plan was to automate as much as possible.

AXLR8 needed to “set an example” to prospective attendees (also marketing academics). The University invested in the AXLR8 system for Newsletter mailings, so all emailshots had to be top quality. The aim was not only to produce a professional website that supported the conference branding, but also to build a bigger and better mailing list for the future.

AXLR8 are perfectionists anyway, and enormous care is taken in any project as a matter of course. However, as with any project overseen by a graphics designer, all website assets had to line up exactly in all browsers prior to gaining client approval. Not a huge challenge, but the website is 100% pixel perfect!

## Solution

The brief for the website was to provide an online source of information, both regarding the Conference and its location, and to provide a portal for delegates to upload papers for presentation at the conference. The copy was

provided by Business School staff, who understood the importance of including keywords in the text. The site was to be simple to navigate, with plenty of white space, and an appealing and professional feel that is often lacking on academic conference websites – SimpleGraphics came up with some superb artwork to help achieve this objective. Who could fail to want to visit London after seeing the stunning skyline banner graphic?

AXLR8 decided to use the Wordpress content management system to develop the website, together with the PageBuilder plugin to compartmentalise the content and make it easier for University staff to update.

AXLR8 added a “Subscribe to our Mailing List” form to the website to encourage interested parties to sign up for newsletters as organisation of the conference progressed. Details of these prospects are added directly to the database, flagged for simplicity of searching, but staff are also notified of their existence in the system by automated email.

## Results

Thanks to Google Analytics, visitor statistics can be easily monitored and the client experience can be tracked to see which pages, and from which countries, are viewed the most.

The Newsletter Subscribe feature on the website has been instrumental in helping to build up potential delegate lists in countries that have not so far been reached by previous ICCMI conferences.

Staff at the University have been trained to update the website themselves, so as further details become available, these can be easily added.

Using the profiling tools within AXLR8 WebFastTrack, the conference organisers are able to identify groups within the data for specific targeted emailshots. For example, certain mailers can only be sent to academics in Greece. Recipients of emailshots are less likely to unsubscribe the more appropriate the material is to their own specific interests. It is expected that the University will be able to hand over excellent website content and an accurate, clean marketing list for the organisers in 2016.