

2016 Service Outreach MVP

Target: Small college/university associations

Identify two levels of contacts:

Level 1

Profile: President, Chief Executive Office, Executive Director

Goal: schedule initial conversation with organization leader and ideally convince leader to allow DuraSpace to contact members directly

Level 2

Profile: Vice President, Director of Member Relations/Services, Chief Operating Office, Chief Technical Officer

Goal: schedule initial conversation and ideally convince to allow DuraSpace to contact members directly OR recommend the organizational purchase of DuraSpace services that would then be provided to members

[Level 1 & 2 Organizations & Contacts](#)

Make contact w/ those identified: [All MVP letters](#)

8.24.16 Initial contact

Level 1 Sent to 22 people (LETS TALK access and preservation solutions for your members)– 40.9% open rate

Level 2 Sent to 17 people (JUMPSTART digital access and preservation with DuraSpace hosted solutions) – 46.7% open rate

9.7.16 Follow up

Level 1 Sent to 21 people (Time to talk access and preservation solutions)– 33.3% open rate

Level 2 Sent to 17 people (Time to talk access and preservation solutions) – 43.8% open rate

9.13.16 Follow Up 2 – Schedule a call

Individually sent to 36 contacts (3 previously unsubscribed)

Heard back a 'no thank you, please remove me, etc...) from 3