

**iMeta Technologies**  
Software developer

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One of iMeta Technologies marketing initiatives has been to extend their presence amongst the UK’s ‘in-house’ software development community, with the ultimate aim of improving lead generation.

Think Creative designed a digital marketing programme to attract developers to iMeta sponsored seminars at the Microsoft Campus at Reading.

Think provided the creative strategy and the programme tools including:

- a series of e-direct mails (EDM) tailored to each stage of the promotional process
- on-line seminar newsletters
- web support for on-line registration and seminar information

Working in close partnership with iMeta’s telemarketing operation, Think provided insights from the email analytics and suggestions on the key messaging.



On-line newsletters



Newsletter e-shot



Seminar e-shot