



Million Dollar Results

Wells Fargo Sponsored Golf Tournaments

\$3 Million In New Business

The Wells Fargo project is a great example of the power of See Your Game®'s follow up e-mail program.

On a Tuesday afternoon in October 2003, we sent out a Wells Fargo follow up campaign for golfers in a recent tournament to see their swings online. The message reminded the realtors of a special mortgage rate offer.

The message captured attention and sparked a lucrative piece of new business. By the Thursday afternoon Wells Fargo inked a new \$3 million deal with a tournament participant they hadn't done business with previously.

The Project

Real Estate Industry Golf Tournaments in Southern California

Project Goal

- Help Wells Fargo mortgage division create closer relationships with realtors and land brokers – the prime sources for new business

See Your Game® Services

- Create Wells Fargo-branded personalized souvenirs for every tournament participant:
- Foursome picture
- Freeze frame golf swing photos
- Full motion golf swing video
- 8 page swing booklet (that presented the Wells Fargo story and featured each individual golfer's swing in freeze frame action)
- Meet and greet all tournament participants and gather e-mail addresses
- Capture each participant's golf swing on digital video
- Take foursome pictures
- Produce and deliver hard copy personalized branded souvenirs on site
- Create and launch e-mail campaign inviting participants to view their photos on special section of the Wells Fargo web site
- Track web view statistics

The Results

"Just wanted to let you know that I finally have realized the power of your program. Today we secured a \$3,000,000 loan because of our recent e-mail on the Bistango golf tournament. Thank you. Please keep pushing me to maximize the benefits of your team."

David Manzer, Branch Sales Manager - Wells Fargo Home Mortgage Division Huntington Beach

