

## Gallagher Asphalt Virtual Field Trip

### THE SITUATION:

Gallagher Asphalt promotes its Hot In-Place asphalt resurfacing method with live demonstrations at job sites across the country. State and county road commissioners are invited to view the process in action on regional roads. Since the onset of the COVID-19 pandemic, it has been difficult to promote in-person demonstrations on location due to social distancing requirements.

### OUR SOLUTION:

Zeller Marketing helped Gallagher Asphalt move their presentations online and create virtual field trips where prospective clients can observe the resurfacing crews in real time from the comfort and safety of their home or office. Email invitations were developed and sent to the Gallagher Asphalt customer base inviting them to a register via a customized landing page. Once registered, participants received a confirmation email with field trip details and link to watch live. A reminder email was also sent the morning of the event, and at the conclusion of the demonstration, a follow-up email was sent with a link to the recorded session to view again or share with a colleague.

### THE RESULT:

With a quick shift in marketing strategy, Gallagher Asphalt was able to adapt their demonstrations for remote participation. By innovating, they continue to grow their projects and client base in a increasingly complicated economy. Virtual field trips allowed Gallagher Asphalt to reach a wider audience outside of regional purchasers while practicing social distancing.

