



# CASE STUDY

An example of a successful marketing campaign, built one brick at a time.

## PRODUCT

Veterinary Equipment

## CAMPAIGN

Lead Conversion

## BACKGROUND

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Our goal was to generate new leads for a veterinary equipment company and augment their existing database with new sales leads. This proof-of-concept campaign was designed to demonstrate how an educational strategy could make a meaningful impact on database growth for a low cost per lead.

## GOALS & PROCESS

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**Primary Goal:** Generate a pipeline of marketing qualified leads to nurture into sales qualified leads.

**Secondary Goal:** Provide proof-of-concept educational lead generation strategy and increase brand awareness.

To achieve these goals, Red Brick Partners identified an appropriate media partner and converted an existing print placement into an email. Red Brick Partners created an appropriate lead magnet and leveraged the converted placement to generate leads.

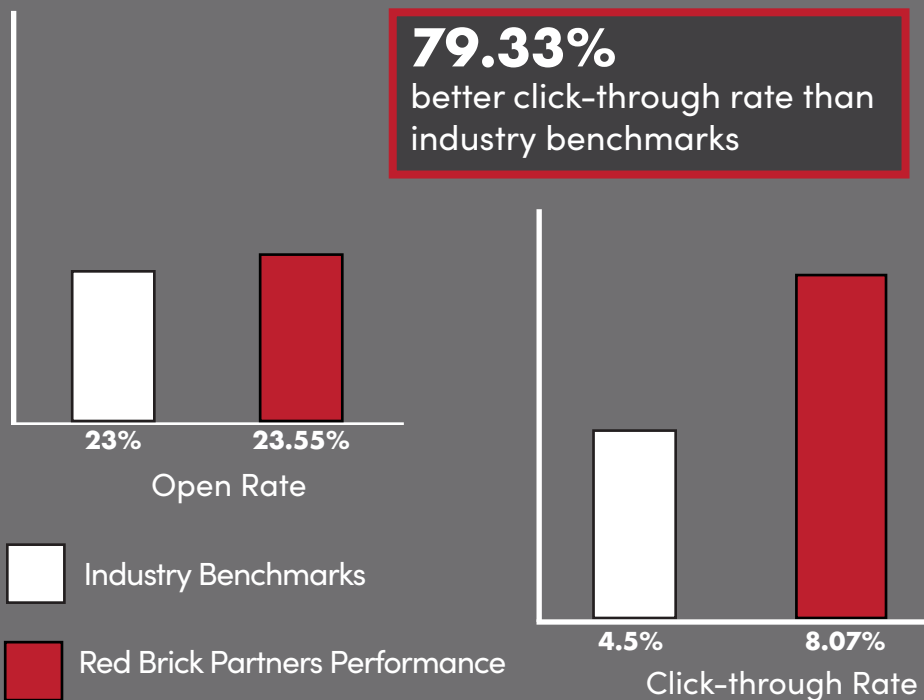


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## RESULTS

- Generated over **400** new leads within 7 days
- Cost-per-lead **\$11.55** compared to typical industry benchmarks of **\$22-\$33/LEAD**
- Converted **2.25%** of leads into sales opportunities

## EMAIL PERFORMANCE



In just **7 DAYS**, Red Brick Partners generated over **400 NEW LEADS** by creating a high value piece of content and driving conversions using an existing print placement converted into a digital lead generator.

## TAKEAWAY

By converting a non-lead generating print ad placement to an email and leveraging the right piece of content, Red Brick Partners was able to take a 0-lead generating expenditure to a 400+ lead generating campaign with significant revenue opportunity.

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