



CASE STUDY

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

PRODUCT

Physical Therapy

CAMPAIGN

Email Marketing to Generate Demos

BACKGROUND

Our goal was to generate demo requests for a new device in the physical therapy market.

GOALS & PROCESS

Primary Goal: Drive new prospects to requests demos

To achieve this goal, Red Brick Partners leveraged the client's in-house database for a high impact email campaign with an enticing incentive to meet with the sales team.



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RESULTS

Red Brick Partners generated
18 DEMO REQUESTS demo requests
in just **1 MONTH** with a in-house
email campaign.

TAKEAWAY

Red Brick Partners generated demo requests for a new product with a \$0 budget by using a targeted approach to email marketing.



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