



CASE STUDY

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

PRODUCT

Veterinary Equipment

CAMPAIGN

Email Automation for
Post-Educational Lead Nurturing

BACKGROUND

Our goal was to leverage automated email sequences after an educational webinar to engage webinar participants with synergistic content and convert marketing qualified leads into sales discussions.

GOALS & PROCESS

Primary Goal: Activate a highly engaged audience with content to drive sales conversations.

To achieve this goal, Red Brick Partners created a 4-sequence automated email campaign designed to further educate webinar participants and prepare them for a sales discussion.



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RESULTS

- Generated **20** sales meetings and closed **7** sales
- Close percentage: **35%**

EMAIL 1

53% open rate

6.6% click-through rate

EMAIL 2

46.5% open rate

7% click-through rate

EMAIL 3

42.7% open rate

7.4% click-through rate

EMAIL 4

39.5% open rate

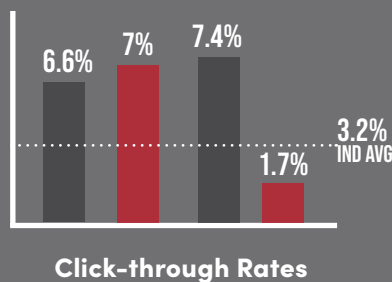
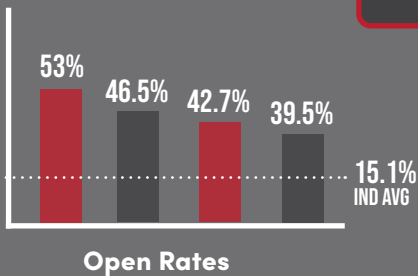
1.7% click-through rate

EMAIL PERFORMANCE

B2B Industry Benchmarks:

Average Open Rate: 15.1%*

Average CTR: 3.2%*



Red Brick Partners generated **20** sales meetings with a **35%** close rate by leveraging automated email sequences to convert educational leads into sales discussions.

TAKEAWAY

By leveraging strong nurturing content mapped out in a clear buyer's journey, we were able to create the above benchmark open rates and click-through rates on all emails in the sequence and effectively convert educational leads into sales meetings.

*<https://www.campaignmonitor.com/resources/knowledge-base/what-is-the-average-b2b-email-open-rate/>

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