



# CASE STUDY

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

## PRODUCT

Veterinary Equipment

## CAMPAIGN

Sales Meeting Conversion

## BACKGROUND

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Our goal was to generate sales meetings via a limited-time promotional offer. Prospects were incentivized to participate in a product drawing in exchange for the completion of a sales presentation.

## GOALS & PROCESS

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**Primary Goal:** Convert new contacts into scheduled demonstrations.

**Secondary Goal:** Grow the client's in-house database with new leads.

To achieve these goals, Red Brick Partners leveraged a cross-channel marketing strategy through a paid media partner to attract new leads. We identified an organization with data de-duplicating capabilities and developed and deployed a comprehensive marketing program that included email, social media, and retargeting to new prospects.



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## RESULTS

- Generated **457** sales qualified leads
- Cost-per-lead of **\$50**
- Generated **28** sales opportunities
- **521%** campaign ROI

## DATABASE GROWTH



Red Brick Partners generated **457** sales qualified leads and **28** sales opportunities by leveraging a cross channel marketing program through a paid media partner.

## TAKEAWAY

Through a strategic partnership with an advertising partner, we were able to use our client's advertising dollars more efficiently by only marketing to new prospects, thereby reducing the cost per lead and increasing campaign ROI.

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