



CASE STUDY

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

PRODUCT

Veterinary Equipment

CAMPAIGN

Webinar Series

BACKGROUND

Our goal was to grow the client's database and generate demo requests by converting non-lead generating prints ads into digital placements.

GOALS & PROCESS

Primary Goal: Attract marketing qualified leads and sales qualified leads by leveraging an educational webinar series.

To achieve this goal, Red Brick Partners created 4 non-CE webinars over the course of 6 months and promoted the content through in-house email and industry media partners.

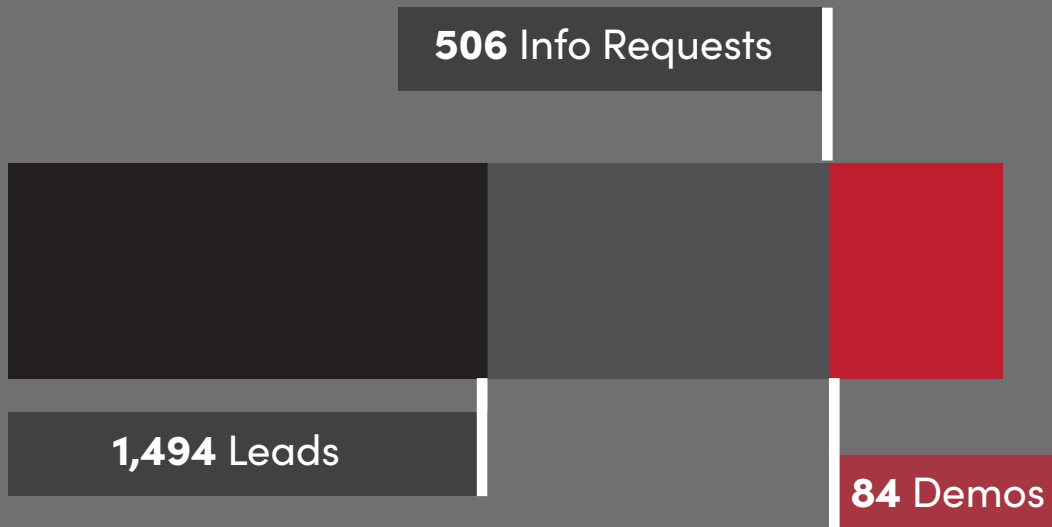


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RESULTS

- Cost-Per-Lead: **\$19**
- Generated **1,494** leads in **6** months
- **506** Info Requests Generated (**33%** of Registrants)
- **84** Demo Requests Generated (**6%** of Registrants)

CAMPAIGN PERFORMANCE



Target CPL: **Under \$40** Per Lead
Actual CPL: **\$19** Per Lead

TAKEAWAY

By repurposing print ads, we were able to generate new sales and marketing qualified leads via a webinar series.

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