

Case Study

Lead Generation
Campaign Achieves 131%
of New Account Goal



DMIN3

Lead Generation Campaign Achieves 131% of New Account Goal

Achieved
131%
of New Customer
Account Goals

Exceeded
Expectations
for 3-Month
Campaign

Overview

One of our clients, a regional banking institution, sought DMN3's assistance to spur growth in its small business unit. Although the bank offered a wide variety of financial services for small businesses and their owners, results from its small business unit lagged in the face of stiff competition in key regional markets. Our client wanted to turn around this business unit's lackluster performance and set a goal to boost the number of small business accounts by 3% within a three month period.

Challenge

The market environment was highly competitive. Multiple competitors were larger or had more established brands than our client. Moreover, there was minimal top-of-mind awareness of our client's brand.

There were two primary challenges for DMN3 in crafting this campaign. First, the campaign had to boost awareness of our client's brand and its suite of services among small business owners and executives. Second, the campaign had to generate sales leads for the sales team at a rate that supported the new account growth goals in a three-month window.



Strategy

We addressed the challenges by crafting a multi-channel plan that included broadcast media (to support brand awareness objectives) and direct marketing channels (to support lead generation goals).

Here Are the Steps:



Step 1:

Segment the Market to Optimize Results

Our research into the buyer personas of our client's small business unit led us to target owners and executives of small businesses with between \$250,000 and \$1,000,000 in annual sales. Our research indicated that opportunities to establish new account relationships would be strongest within this audience. Moreover, this segmentation permitted refinement of the overall campaign plan and its messaging strategy.



Step 2:

Build Awareness Efficiently and Cost Effectively

Once the target audience was defined, we determined that the spot radio would be the most effective and cost efficient broadcast medium to boost our client's brand awareness. Accordingly, we produced and placed "live-read" 60 second spot radio ads on select stations within our client's key geographic markets.



Step 3:

Develop Content Offers to Drive Conversions

We worked with our client to develop content offers suited for the target audience that would compel prospects through a conversion path that ended with leads engaging with client sales representatives in face-to-face meetings. These offers included a free basic service for one year and free branded promotional items.



Step 4:

Develop and Execute a Multi-Channel Direct Marketing Plan to Achieve Maximum Results

We developed a direct marketing plan that touched the target audience through multiple channels.

Elements of the plan included:

- Direct Mail
- Outbound Tele-marketing
- Promotional Landing Pages
- Targeted Online Display Advertising
- Outbound Email
- Point-of-Sale Materials
- Branded Promotional Giveaways

As part of this direct marketing plan, we crafted a multi-channel messaging strategy that complimented our client's branding, conveyed the value of its small business services and pulled leads through the conversion process most effectively.

Once the direct marketing plan and its messaging strategy were established, we produced, tracked and managed all the components of the plan.



Results

The campaign exceeded expectations as lead generation and lead conversion activity allowed our client to achieve 131% of the new small business customer account goals it had established for the campaign's three-month window.

Key Takeaways

- ✓ Know your buyer personas. A clear understanding of your buyer personas permits segmentation that can optimize your campaign plans, refine your messaging strategy and enhance your content offer development.
- ✓ Map out the buyer journey to touch prospects through the decision process.
- ✓ If building brand awareness is needed, consider broadcast media that best suits your target audience.
- ✓ To move prospects through a conversion path, it is important to develop content offers that are suited for your target audience.
- ✓ Your messaging strategy needs to be consistent across all communication channels that are being used in your lead generation campaign.



If you'd like to talk about how DMN3 could help you generate more revenue from your marketing, please contact Pam Lockard at pam.lockard@dmn3.com or **832-844-2645**.

