

**The Client** – Commercial Insurance Broker

### The Challenge ....

This particular client had just launched a new business health insurance service and were looking for ways to reach out to their target market and promote their new service. At the time, they were a rather small team, so they often struggled to manage business generation on top of running the business day-to-day. They contacted us via our website and enquired as to how we operate and if we had worked with businesses like theirs in the past.

### The Project ....

After explaining Inspired and how we work as well as some of our previous campaigns, we had a face-to-face meeting at the client's office in Southampton and agreed on a 20-day pilot campaign with our teams working 2-days per week, targeting a range of businesses in multiple sectors.

The main aim of the campaign was to promote the new business health insurance policy by highlighting the benefits for the employees, benefits to the business and highlighting the effects of having absent staff due to health issues. The client asked for a target of 25 qualified leads for the entire campaign.

### The Results ....

By the time we reached the half-way point of the campaign, we had already secured 20 leads for the client and they had signed over half of these contacts onto the policies within the first two weeks. The target was beaten by day 12 of the campaign, with 5 leads being generated on that day alone.

In total, the 20-day pilot campaign resulted in 29 leads being generated which is 145% of the original target. The client has reported that out of the 29 leads that were handed over, 26 of them resulted in the prospect signing onto the policy. Overall the client saw a return on investment of 273% and we have since begun a 2-month campaign which covers all manner of their services and policies rather than solely business health insurance.