

**The Client** – Medical Aesthetics Device Manufacturer

## **The Challenge ....**

This client had been working with us for around 6 months using our digital marketing services and wanted to take a more targeted and heavy-hitting approach to generate interest and promote attendance to a free virtual exhibition that they and one of their partners were running in the medical aesthetics space.

The approach up until this point had been promoting the event to doctors, clinicians and aestheticians via social media and the client's monthly newsletters, but they wanted to ramp up efforts in the final lead up to the event.

## **The Project ....**

For the campaign, the approach was to send out a personalised mailshot to a database of aesthetic doctors and clinic owners in the UK to warm the prospects and generate initial interest.

While this initial step would attract some responses and requests for more information, the second step was to follow up with the recipients over the phone, ask if the event would be of interest, qualify their needs, answer any questions they may have, and get them signed up to the event right then and there on the phone (or at a later time if this was more convenient for the prospect).

The 20-day pilot campaign was run over 5 weeks with two of our agents working two days per week on the campaign.

The target for the activity was to fully qualify and sign up 50 additional event attendees.

## **The Results ....**

By the third week of the campaign, our team had already hit the campaign target of 50 fully qualified event sign-ups and were continuing to push past the target for the final two weeks of dialling.

By the end of the pilot activity, the client had a total of 73 fully qualified and registered attendees for their event as a result of the campaign (as well as the previously registered attendees). The event was a massive success and resulted in over £65,000 in device sales for the client.

16 attendees were confirmed from the initial email alone, with the other 57 being fully qualified and registered over the phone by our agents.

Due to the success of the initial activity, our client has since run three more event registration campaigns with us for some of their other devices in their product range and referred us to some of their distribution partners for promoting their webinars during the UK lockdowns in 2020.