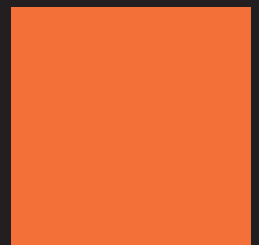
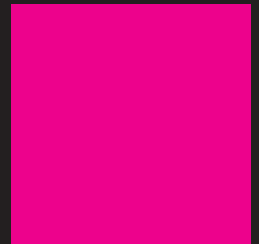
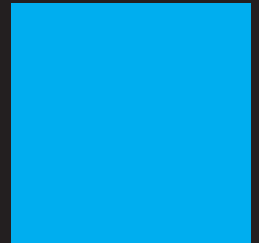
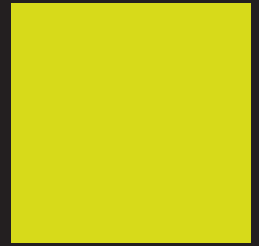


Professional Services Marketing Case Studies

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As a provider of professional services, your day is spent taking great care of your clients. Sometimes, that means you have little time left over at the end of the day to take care of your own business ... and bring in new clients. The good news is there are tested and proven tactics to attract new business – and keep your company thriving. Find out what they are, and how to use them, in these two examples of strategic marketing campaigns in the financial and legal fields.

Marketing Case: Personalized, Multi-Channel Campaign Benefits Insurance Company

Company: An insurance company with multiple agents serving regional and national clients for over 20 years.

Situation Overview: The insurance company was seeking to generate more sales leads from its prospecting efforts. Its marketing budget supported print advertising, mass mailings based on geography and online pay-per click advertising. However, tracking efforts to measure effectiveness of these campaigns were limited. Dissatisfied with the results, the insurer sought marketing assistance ...

Marketing Recommendation: The recommendation was a new multi-piece, direct mail campaign targeted to both businesses and consumers that supported a dozen of the insurer's agents. A high-impact envelope package was key to the new effort, as was the selection of highly targeted mailing lists. Lists for business prospects were compiled by annual sales, industry and location, while consumer lists were compiled based on age, income, home ownership and geographical parameters.

The mailings were not “generic” but personalized to reflect the specialty of each of their agents. A series of three direct mail pieces were delivered to 300-500 prospects

per agent (3,600-6,000 pieces per mailing), with the campaign running 90-150 days.

All mailings featured offers for a free white paper plus an invitation to a free seminar. Response channels included a telephone number, fax number and business reply card. Recipients were also invited to respond online via a personalized URL (PURL).

Those recipients who supplied an email address received a follow-up message including an offer for a second free white paper.

Measurement: By securing a higher-quality mailing list and delivering more relevant and targeted messages, the insurance company increased the quantity and improved the quality of its sales leads.

Metrics used to evaluate effectiveness, improve performance and measure ROI included:

- New leads generated by mailings
- Response rates to individualized campaigns
- Number of meetings scheduled (tracked by agents)
- Number of new buyers (tracked by agents)
- Response and click-through rate on PURLs
- Seminar attendance
- White paper downloads and requests



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Marketing Case: Newly-Independent Lawyer Seeks Clients and Referrals

Company: Formerly a partner in another firm, the lawyer established her own practice in 2010 and serves clients from three offices. She offers legal counsel for real estate closings, family/divorce as well as personal injury claims.

Situation Overview: Given the high level of customer satisfaction among current customers, referrals are a good source of business. However, gaining new clients would be key to growing her practice.

Goals: Employ marketing communications that will enable people who are seeking legal services to more readily find her. Also, execute outreach programs to selected professionals evaluated as “the few who can refer the many.”

Target Market/Audience: The lawyer’s target market could be divided into two groups: 1) residents and occasional buyers of legal services living in the counties served by her offices; 2) bankers and real estate brokers who regularly refer clients to lawyers.

Secondarily, attorneys were also targeted as they are often an excellent source of lawyer-to-lawyer referrals.

Marketing Recommendations:

A comprehensive new website was developed that included descriptions of all services offered, plus case studies, helpful articles and much more. Using keywords

identified through Google AdWords, search engine optimization (SEO) enabled the website to attain higher rankings and greater visibility during consumer searches for legal services.

Local search techniques were also implemented to increase website traffic and ensure that the new site was found near the top of the local map/results on Google, Yahoo and Bing. These practices included adding photos and content to the Google local page.

Many other marketing tactics are also under consideration, among them:

- Social networking via Facebook and LinkedIn to increase viral marketing opportunities among local residents.
- Direct mail consisting of an introductory letter and informational package to bankers, lawyers and real estate brokers through lists purchased from their respective associations and other professional groups.
- Educational seminars to reach potential homeowners. In partnership with local bankers and real estate brokers, and promoted via cross-media campaigns, the seminars will build the attorney’s credibility and increase her exposure among local residents.

Measurement: Website traffic will be tracked each month using existing analytics or those provided through Google. In addition, the lawyer will monitor individual responses to each element within the campaign.

In attempting any marketing effort on your own, you’ll face several challenges. That’s why the help of an experienced full-service marketing and print provider like Allegra can be a vital asset when you’re planning and executing a marketing plan. Sit down with one of our experienced consultants to determine the best strategy for turning your marketing plan into a profitable flow of new clients.

You can depend on Allegra for all these professional marketing, printing and mailing services:

COPYWRITING

DIRECT MAIL

EMAIL MARKETING

GRAPHIC DESIGN

LIST SOURCING & MANAGEMENT

MAILING SERVICES

MARKETING PLANNING

PROMOTIONAL PRODUCTS

QUALITY FULL COLOR PRINTING

SIGNS & BANNERS

WEBSITE DESIGN



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