



# CASE STUDY

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

## PRODUCT

Education, Veterinary Industry

## CAMPAIGN

Lead Generation

## GOALS & PROCESS

**Primary Goal:** To create and deploy a quiz and collect market intel that was re-purposed into a lead generating ebook.

**Process:** Red Brick Partners created and deployed a quiz for veterinary professionals.

Our team followed up by analyzing and re-packaging quiz responses into a lead generation ebook then deployed email to the customer's prospect database, email through third party media, deployed paid Facebook/Instagram lead generation ad.

## RESULTS

- **368** Quiz Responses
- **4** Responses from prospect database
- **262** Responses from paid media

Total: **634** Leads

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