



# CASE STUDY

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

## PRODUCT

Software, Veterinary Industry

## CAMPAIGN

Top of Funnel Lead Generation

## GOALS & PROCESS

**Primary Goal:** To capture email addresses for veterinary technicians who are key influencers in the buying process. Because technicians are not the primary decision makers our client wanted to attract these leads at a low cost per lead.

**Process:** We created a digital campaign that was promoted across social media and via the client's in-house database to drive high lead volumes for a low cost per lead. We created 5 pieces of content called "Vet Libs" based on the popular game "Mad Libs" to drive lead generation from downloads on social media. We used instant forms on Facebook and Instagram to convert leads directly on social platforms.

Our team followed up with a re-engagement email for marketing qualified leads with a personalized sales message and calendar booking link to convert these top of funnel leads into demonstration requests.

## RESULTS

- **402** Leads from in-house emails (**\$0** per lead)
- **4,291** Leads from social media (**\$3.72** per lead)

Total: **4,693** Leads (and still producing)

**RED BRICK**  
PARTNERS

[WWW.REDBRICKPARTNER.COM](http://WWW.REDBRICKPARTNER.COM)