



# CASE STUDY

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

## PRODUCT

Education, Veterinary Industry

## CAMPAIGN

Lead Generation and Sales

## GOALS & PROCESS

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**Primary Goal:** To grow the internal email database with new veterinary professionals to nurture into purchasing online and in-person educational courses.

**Process:** We created a digital campaign that was promoted via social media ads, industry media partners, and in-house email channels. The campaign included free value-adding content and access to a free CE course. These leads were then nurtured with an email sequence that provided a coupon code to drive sales.

## RESULTS

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- **1,359** Free CE course participants (and still producing)
- **470** Leads from content engagement (and still producing)

**\$9,000** in incremental revenue over the campaign's lifespan, and still producing today. Plus 13 course sales on ancillary educational courses from increased traffic and browsing behavior.

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