

CASE STUDY

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

PRODUCT

Software, Veterinary Industry

CAMPAIGN

National Veterinary Technician Week Database Growth Campaign

GOALS & PROCESS

Primary Goal: To grow the client's in-house database with both veterinary technicians, veterinarians, and practice managers, to drive brand awareness, and to celebrate the contribution of veterinary technicians.

Process: Red Brick Partners a two-part lead generation campaign, one to activate veterinary technicians, and one to engage veterinarians and practice managers.

The technician campaign was a game download, upon download they were entered to win a prize for themselves. The veterinarian/ practice manager campaign also included the download of a game to be played with the entire staff and the chance to win a staff appreciation party.

RESULTS

Veterinary Technician Lead Gen Campaign:

- 717 Social Media Leads (\$1.10/ Lead)
- 639 Email Leads
- 1,356 Leads

Veterinarian/Practice Manager Lead Gen Campaign:

- 629 Social Media Leads (\$1.23/ Lead)
- 286 Email Leads
- 915 Leads

Total: **2,271** Leads



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