



CASE STUDY

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

PRODUCT

Online Education

CAMPAIGN

Email and Social Media Marketing to Generate CE Registrations

BACKGROUND

The client wanted to generate online sales for 3 upcoming virtual CE courses. Red Brick Partners leveraged post-event nurturing to drive additional sales of courses when they were available on-demand.

GOALS & PROCESS

Primary Goal: Increase online sales through engaging the client's database with educational emails.

To achieve this goal, Red Brick Partners create a series of email campaigns to promote the courses and distributed the content using the client's in-house database.

Red Brick Partners also used paid social media ads with custom and lookalike audiences to generate awareness targeted B2B audience.



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RESULTS

Red Brick Partners generated **\$13,000** course sales in 1 month with a budget of **\$433** using a high-impact email campaign to target the in-house database and **increased online sales** in a multi-channel campaign.

TAKEAWAY

By engaging the client's in-house database via email drive and social retargeting, Red Brick Partners was able to drive online CE course sales.



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