

# Campaign Packages

## Helping you deliver effective, data driven, marketing

If you don't have the time or resources to manage your client communications or marketing campaigns in-house, we'll take the pressure off you, and ensure your channel and campaign execution delivers the right outcomes.

By working in partnership with you we can do as much or as little of the work as you wish, but will support you with expert consultancy and greater campaign insights every step of the way.

## Our Approach

Our range of campaign packages is designed to suit your specific needs & marketing objectives.

### **This may include:**

- Campaign briefing
- Different levels of email campaign
- Enhanced reporting
- Campaign follow-up activity
- Options to use additional channels to optimise response rates and ROI

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## Marketing Channels

### Email

From a two-wave send to a sequence of automated emails triggered by recipients' interactions

### Postal mailings

Our ISO accredited mailing house will provide you the freedom to create a service that meets your requirements

### Bespoke list building

Enables you to build your own niche database that's specific to your needs without overstressing your resources

### Surveys and polls

From a simple snapshot poll to an in-depth research project comprising of quantitative/qualitative methodologies, we can do it all

## Key Benefits

- Reduce the strain on internal resources
- Access to our wealth of knowledge & experience
- Learn more about your customer/prospect base and their behaviours
- Highly targeted communications
- Gain a deeper level of insight to inform future activities and measure ROI
- Improve campaign effectiveness

## End-to-end Support

### Expert consultancy

Our team has a wealth of experience in UK healthcare and data marketing services. We can help you find the best data for your campaign and guide you in successfully segmenting your target lists to ensure you get your message delivered to the right audience, via the right channel at the right time.

A dedicated account manager will work closely with you to ensure that your campaign objectives are being achieved at every step whilst keeping the needs of your target audience front and centre, therefore increasing your response rates.

### Enhanced reporting

After every email send you will receive a report detailing display, click-through and unsubscribe rates; interaction time frames; email client usage and unique clicks per link as standard.

Depending on your data licence we can also tell you who has displayed or clicked-through. Your account manager will then guide you through your results and provide insight into ways to optimise your campaign and plan your lead generation follow-up activity.

### Follow-up activity

Depending on your campaign objectives we can offer a whole host of follow-up activities to help you generate leads, garner market intelligence and inform business decisions.

### Campaign evaluation

Upon completion a full campaign report is generated to help you inform future activities and measure ROI.

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For more detail on how we can successfully strengthen your campaign, speak with your account director or contact us on:

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