



WILLIS PMI GROUP - LEAD NURTURING

CW

CAMERON WELLS
COMMUNICATIONS

“Cameron Wells have lots of great ideas and are really creative. We feel this campaign has been an outstanding success on a number of fronts, not just in the impressive appointment rate and return on investment. We have been complimented on our non-pushy, professional and co-ordinated approach.”

Kate Kilpatrick, Marketing Manager, Willis PMI Group

CIPR North West PRide Awards 2013: Best Integrated campaign: Winner
How-Do Awards 2012: Best B2B Integrated marketing communications campaign: Winner
Cover Excellence Awards 2011: Marketing Initiative of the Year: Winner
UK Broker Awards 2011: Marketing Campaign of the Year: Finalist

WILLIS PMI GROUP - LEAD NURTURING

Willis PMI Group is a leading provider of employee healthcare and risk management services, including health insurance, Occupational Health services and absence management.

Objectives

- Generate 100 qualified leads (sales meetings) with senior HR professionals at FTSE 250 companies.
- Raise awareness of Willis PMI Group's unique combination of medical and insurance expertise amongst large corporates.

Strategy

To open doors to senior HR decision makers at some of the UK's largest employers, we created an integrated lead nurturing strategy, using media, DM, eDM, telemarketing and a new website.

The campaign maintained regular 'soft sell' communications over 12 months to keep Willis PMI Group top of mind throughout the cyclical insurance purchasing cycle.

Each month, our targets were sent a copy of food magazine 'Delicious', together with an attached fruit-themed postcard and covering letter. Both included a link, (as did a corresponding emailer, sent a few days later), to an objective advice article on a topical HR issue. The entire campaign ran for a year – so targets received 12 copies of 'Delicious', 12 emailers and links to 12 different advice pieces.

Offering a free subscription to a popular magazine generated considerable warmth towards the brand and provided an excellent ice breaker for the telemarketing team.

Click through and open rate data from the emails were analysed, and prospects 'scored' in advance of 'soft sell' follow up every 3 months.

Incentivised survey questions in customer newsletters generated headline grabbing statistics on a range of healthcare risks, from Cognitive Behavioural Therapy to workplace musculoskeletal ill health.

A new website was created with the same distinctive fruit branding and an online HR Advice Centre, packed with relevant information, including the features used for the DM campaign, ad-hoc legislation updates, online calculators and links to useful resources for HRs.

Results

- Nearly one in four of our target audience agreed to a sales meeting
- 228 meetings with large corporates set (vs the agreed target of 100), a 23% appointment setting rate
- The campaign generated positive feedback, including an HR contact at Goodyear who commented that it was "the cleverest marketing campaign he had seen in 25 years" and that he "would not have agreed to a meeting had it not been for the great marketing."
- Average email open rate: 13%; click through rate to advice guides: 20%
- Website unique visitors increased by 22%
- Over £100,000 worth of positive media coverage in core HR titles with opportunities to see hitting 2,398,530