

# Case Study:

lifestyle media group

# CONCERN worldwide

## THE BRIEF

- To generate 5,000 new prospects for the Concern Gift Catalogue
- To increase brand awareness of Concern Worldwide and their Gift Catalogue
- To encourage visitors and direct donations to the Concern website



## SOLUTIONS

### Multi-Channel Approach

By creating a highly targeted lead generation solution promoting maximum engagement with the Concern brand, LMG was able to capture leads at an optimum point in the sales cycle. Multiple tailored promotional tactics combined together to provide measurable attributes in the following ways.

### Promoting the Brand

An enhanced page was setup for Concern Worldwide on the Catalink .com website which provided a number of ways for consumers to interact with the brand:

- a prominent brochure request facility
- a direct link to the Concern donations page
- an interactive real time Flash Catalogue



### Highlighting the Point of Sale

The LMG design team created a banner to promote Concern on the front page of the Catalink.com website as well as sponsoring the Charities Category. Concern worldwide were also included in the annual Charities showcase, featuring prominently on the landing page.

To raise further awareness of the client a highly targeted solus email campaign was broadcast to those members of Lifestyle Media Group who matched Concern Worldwide's desired demographic profile, ensuring not only quantity

### The Instant Essential Follow-up

After each visitor requested the Concern brochure they were presented with a further compelling call to action in the form of an instant **email auto receipt** delivered immediately to their inbox. The email featured a **direct link** to the Concern website and a **"Donate Now"** button to reinforce the message. Graphics and a link were also included in this email follow-up to promote the instantly viewable Flash Catalogue.



***"Concern Worldwide has worked with Catalink to promote our Concern Gifts catalogue and website. Catalink has helped us acquire thousands of new prospects as well as driving traffic to our Gifts website (www.concerngifts.org). They also provide excellent customer service and are a pleasure to work with."***

Natalie Jones, Direct Marketing Manager, Concern

## RESULTS

- 5,000 new prospects were supplied within 1 month and a follow-up campaign has already been booked
- The auto receipt was read by 57% of those requesting the brochure
- The Concern Gift catalogue page on Catalink was visited by 15,000 members during the campaign
- Over 5% of requestors also clicked through to the Concern website via the direct "donate now" button

