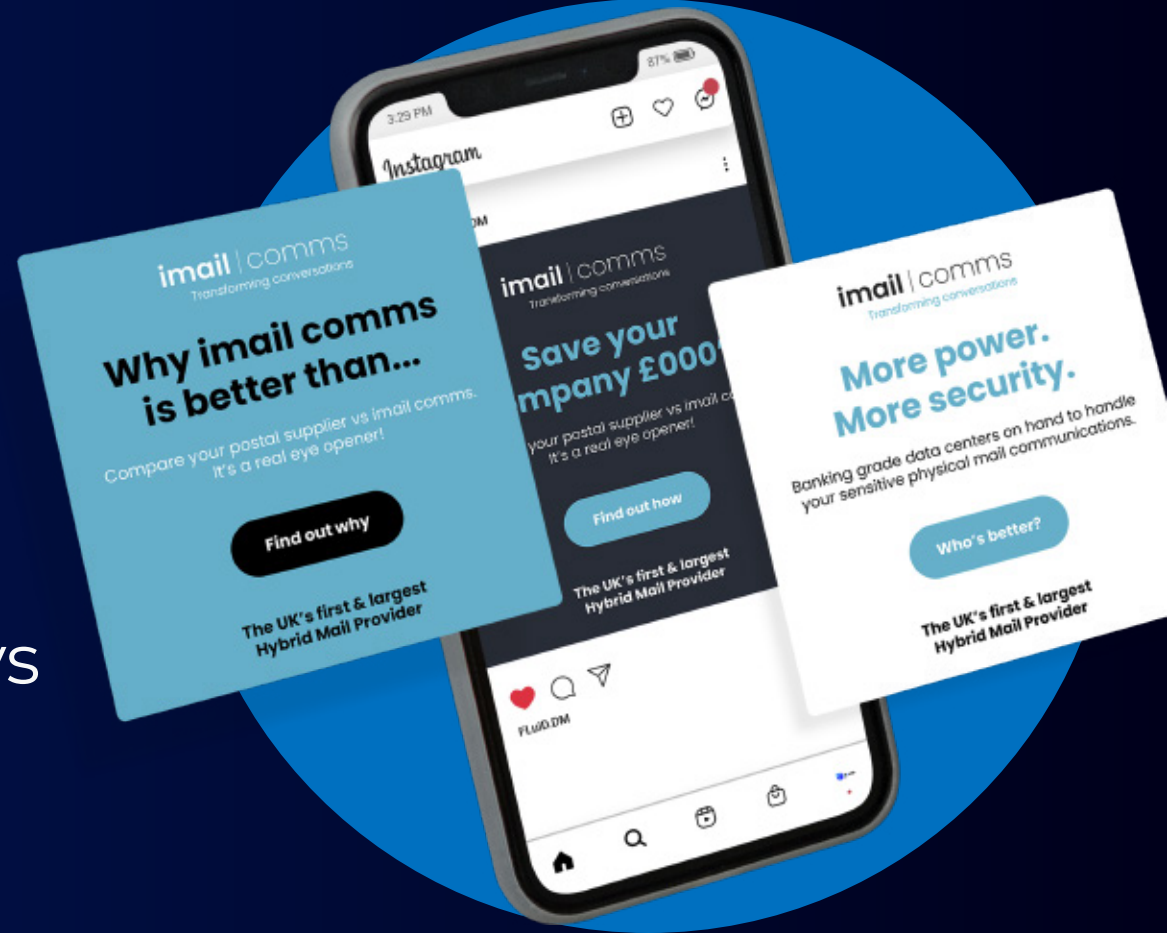




Iemail Comms

32 New Accounts -
£250k+ In Revenue 90 days



Challenges



COMPANY

Imail comms is a Customer Communications Management suite for small, medium, enterprise and Public Sector organisations.

CONTEXT

After allocating more budget to their marketing department, online advertising was an area that Imail Comms wanted to start testing as a means for bring in new customers.

THE PROBLEM

Having no previous experience of online advertising, their marketing team didn't know where to start and so decided to outsource to an advertising agency.



Designed and executed Google Search Campaigns



Designed and executed LinkedIn Advertising Campaigns

What we did

THIS INCLUDED:

- Campaign strategy
- Audience research + targeting
- Ad creative design
- On-going campaign optimisation

Solutions deep-dive



PHASE 1



Customer Research

We examined their current customers typical buying journey to identify who they were and their typical buyer journey.

PHASE 2



Ad Platforms

Phase 1 enabled us to determine that Google Search + LinkedIn would be the most effective platforms to advertise on.

PHASE 3



Ad Content

We researched who the decision makers in the companies we were targeting were and then created ad content that would speak to the pain points they were experiencing.



Solutions deep-dive



PHASE 4



Campaign Structure

Campaigns were structured to educate and engage prospects before retargeting them to get them to setup an account.

PHASE 5



Creative + Copy Testing

Various ad creative + ad copy was tested to determine which combinations resonated best with prospects and delivered the cheapest lead cost.

PHASE 6



Optimisation

Campaigns were optimised daily to ensure they continued to perform.





Results

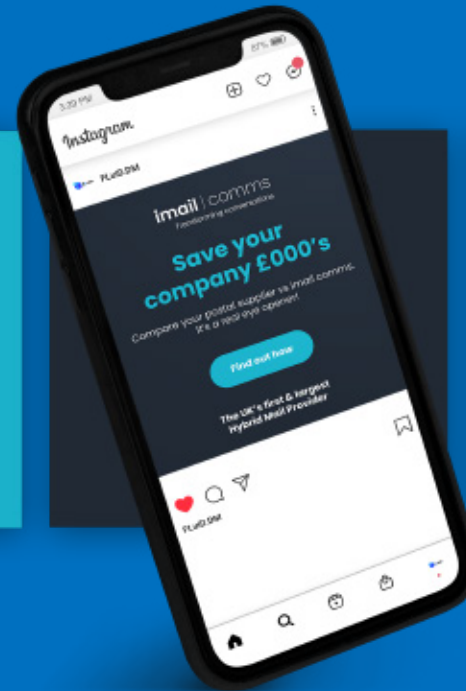
imail | comms
Transforming conversations

Why imail comms is better than...

Compare your postal supplier vs imail comms. It's a real eye opener!

[Find out why](#)

The UK's first & largest Hybrid Mail Provider



imail | comms
Transforming conversations

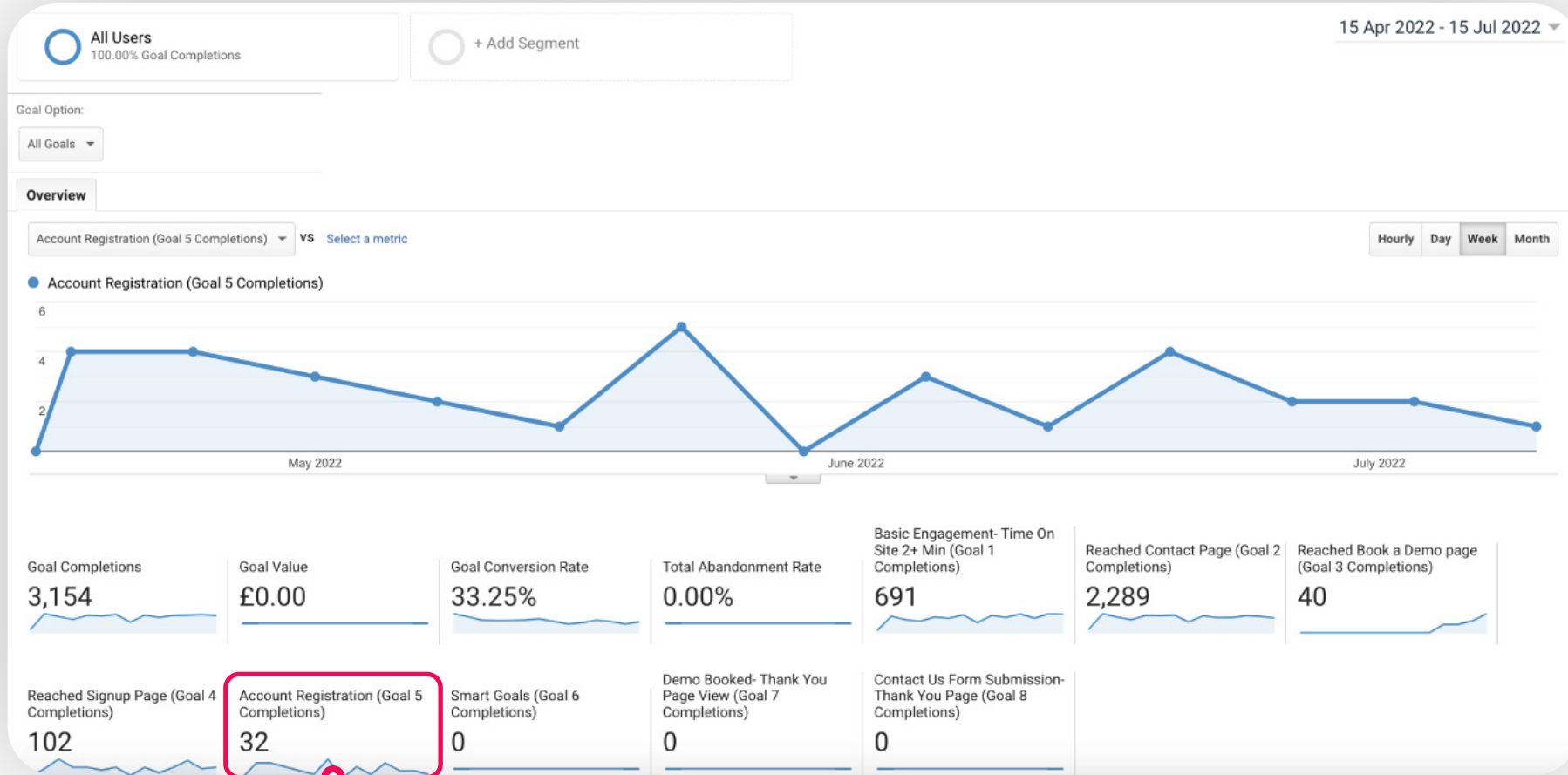
More power. More security.

Banking grade data centers on hand to handle your sensitive physical mail communications.

[Who's better?](#)

The UK's first & largest Hybrid Mail Provider

Results • Leads generated



Account Registration (Goal 5 Completions)
32

32 New Accounts Registered

IMPACT

90
Day RESULTS

32
New Accounts
Registered

Revenue
£250k+

Ad spend
£9k



Compare your postal
It's a real

Find

The UK's f
Hybrid M

imail |
Transform

Save
compar

Compare your postal
It's a real

Find

The UK's f
Hybrid M

imail |
Transform

More
More s

Banking grade data o
your sensitive physio

What we're good at



Social Media Advertising



Google PPC Advertising



Schedule a call with us today to find out how we can help your business

[SCHEDULE CALL](#)

