



Unlocking Sales with Integrated Marketing

Challenge: A well-known seafood company had recently spent a considerable amount of money on brochures that they hoped would create awareness of new products and pricing and ultimately lead to increased sales. The brochure did not include a tracking method, though it was clear that the response rate was low. The company's marketing director turned to us for a new approach.

Solution: We designed a new brochure that highlighted the company's products in a creative and appetizing way. Incorporated within the brochure was a die-cut web key, which when plugged in by the user, would direct them to a landing page on the company's website. The landing page was designed to capture key contact information and allow customers to review products and place orders online. The information is automatically incorporated into the company's CRM/sales management software.

Because the web key incorporates analytics on the back end, the marketing department is able to track results instantaneously, allowing them to measure response rates and geographic interest, as well as identify which products create the most response.

Results: Incorporating the web key technology into an integrated marketing approach reduced point-of-sale marketing expenditures by 60 percent, as compared to traditional brochures. In addition, the company enjoyed an immediate boost in traffic to their website, which drove lead generation for the sales staff.

