

# Case Study

## RMR Leads Service – Utilizing Social Media for Targeted Acquisition



### **RMR Delivers Strategic Market Branding Response Results from Key Audiences in Days, instead of Months**

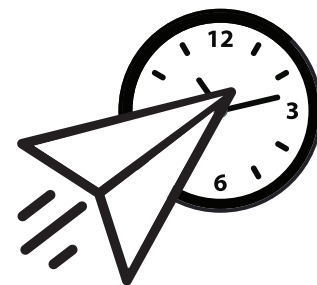
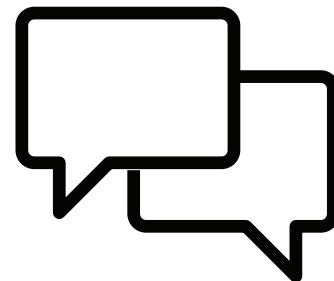
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#### **Challenge:**

A Professional Services Company needed to accurately identify the impact of its Marketing and Branding campaigns with key, targeted audiences to drive strategic investment and ongoing campaigns. Specific, somewhat niche, target survey responses that included specific consumer demographics including interests, age, persona status, and background was critical to guide the direction of new marketing and branding strategies and investment. Not only did the client need to quickly find consumers who fit these niche demographics and behavioral segments, but they also needed to be sure these people would be willing to give feedback and engage to provide insights for this critical research project. Traditional focus groups and direct response tactics were not an option because of the client's limited budget and timeframe.

#### **The RMR Approach:**

The RMR Leads Service team utilized its proprietary survey approach and conducted extensive market research that determined social media was the best platform to engage with the target audience in a way that met the client's goals and also allowed a program that could adapt quickly based on response rates. In RMR's proven experience, social media allows for more tightly driven targeting and draws people who are more likely to engage. The RMR team researched where people in the target demographic were active and developed short specific ads and messaging to drive engagement, testing a variety of social media platforms. The survey needed to take no more than five minutes, be accessible by mobile or the web, and include branching questions that would provide deeper details. The RMR Leads Service team's quick turnaround and the success of its specialized demographic targeting resulted in extremely high response rates in a market that often yields poor, inaccurate and untimely results.



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## **Results:**

Initially the program launched on Facebook, but then moved to Instagram to reach a targeted younger demographic. The RMR approach achieved the targeted response rate in days, compared to months with the client's old approach. The client received its report with complete analysis, recommendations and results of the data from 350 complete responses well before the target deadline, which put them ahead of schedule for a critical "Go to Market" campaign launch.

## **About RMR Leads Service:**

RMR Leads Service is a proprietary approach to growing leads and increasing sales for B2C, B2B, direct sales, and digital sales channel companies. Our proven methodology includes an in-depth evaluation of a company's goals and a customized program of marketing, networking, advertising, and referral tools designed to drive real, qualified leads. RMR Leads Service is flexible and can be used as an in-house platform or outsourced to our expert team. To schedule a demo or a free assessment of your organization and learn how RMR can bring the market to you, please contact us.



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