

Case Study

RMR Leads Service – Rapid Results in New, Challenging Market



RMR Quickly Drives Sales for New Market Entry — \$2 Million in 60 Days

Challenge:

A Financial Services Company with national reach was launching an existing product into a completely new market. The client had no previous experience or success in selling into this market, was unknown to targeted prospects and would be competing against established, big-name brands. Building its own direct sales program with its own salespeople was not possible due to budget constraints, an aggressive campaign schedule and restrictions imposed by the COVID-19 pandemic. The company wanted to target existing advisors and agencies to develop new sales channels. This would allow the existing credibility and relationships of this channel to more quickly “Go to Market” and acquire new policy clients who didn’t know the company but trusted the advisor/agency. To do that, the company needed to reach specific, modeled advisors and agencies who could refer programs and products. This needed to be done remotely without a big marketing budget and with limited brand awareness resources.

The RMR Approach:

After an assessment of the client’s situation and goals, the RMR Leads Service team used its unique, proprietary lead and channel development strategy to test audience segments, messaging, and targets. This allowed us to focus on the type of agencies and advisors most likely to respond and who had connections with people most likely to buy the client’s product. An integrated campaign was developed which included creative and direct prospect focused messaging, outreach to key targets, email, digital, phone and video engagement with both advisors in the sales channel and agency prospects. Marketing materials and presentations were designed to introduce the product to both advisors in the channel marketing program and prospective customers.

The aggressive, creative and differentiated messaging captured the attention of a busy and inundated target audience and utilized drip email, digital, phone and video conferencing to ensure repeat awareness building contacts that built name recognition and kept the company top-of-mind. Despite channel development and product sales for these types of products traditionally being done through face-to-face meetings and long, slowly built relationships, RMR’s innovative program and focused leads turned the challenge of “remote only” into an advantage for a company that was new to this market and inexperienced in engaging with these audiences.

60-Day Campaign Results

52%
Open Rate

+50
Meetings

60%
Product Interest Rate

\$2M
Product Sales

(continued)

Results:

The RMR Leads Service team had the client's program up and running within three weeks. That included testing a variety of potential target segments, selecting the optimal group to focus the campaign's efforts, and using that base to expand outreach to other targets. This intense effort to reach the right audience with the right message resulted in an unprecedented open rate of 52%, which is more than double the industry average of 21%. It also led to more than 50 presentations and meetings, with 60% of those garnering a positive response and interest in the product. Within two months, the presentations from this campaign resulted in more than \$2 million in product sales, which is particularly impressive given that the sales cycle for these types of high-revenue financial products is over six months. These results were dramatically better than those from the longer-term direct sales efforts the client had done previously.

We also developed an ongoing "campaign template" that set the client up for future growth and expansion. The initial pilot program was in five states, which after a successful launch was then planned for a national expansion.

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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