

BICO Cross-Media Campaigns Result in 11.5% Response Rate, 160% ROI

PROGRAM OBJECTIVE

- Develop leads for sales staff
- Create product awareness

DESCRIPTION

Barrett-Wehlmann, LLC, a full-service marketing, advertising, branding and graphic design company engaged ImageSet Digital to assist in the execution of a cross-media campaign for BICO Drilling Tools, Inc.

BICO is a recognized leader in the design, manufacture and service of downhole drilling equipment used in the oilfield, mining and HDD industries.

BICO wanted to develop a lead-generation campaign to support its sales staff of 12 individuals across North America and increase awareness in its SpiroStar stator product. To execute this campaign, Barrett-Wehlmann's Jim Proctor selected ImageSet Digital because of our ability to execute and track personalized URLs.

The campaign consisted of a series of three-dimensional mailers, each containing a 4-page product brochure, a value coupon, and a Stator "slice" with a description tag. The items were mailed in an attention-getting silver bubble-lined envelope with a full-color personalized label.

The mailer encouraged respondents to reply to a personalized URL, which contained questions about the respondent's buying habits and preferences such as purchase frequency, size preference, and desired product characteristics.

ImageSet Digital provided turnkey campaign execution services including print production, mailing, and campaign landing pages. Using its personalized URL technology, ImageSet created a series of landing pages where respondents answered specific questions and provided contact information. It also set up a campaign dashboard where Barrett-Wehlmann and BICO could view results in real-time and provided a datafile for recording respondent information. BICO sales reps were automatically notified via email when a respondent requested additional information.

RESULTS

- The total combined response rate of the three postcards was 11.5%.
- Incremental sales as a result of the program were over \$80K.

BENEFITS

- Twenty-six new qualified leads for future prospecting
- Increased awareness of BICO products among the oilfield industry
- High probability of future repeat sales from the prospects who purchased

