



Digital Content Marketing Proves its Worth in Expanding a Health Insurance Provider's Reach

A long-term digital strategy drives enrollment and opportunities

CHALLENGE

Our client, a major health insurance provider, wanted to grow its market share in the employer group market, a challenge due in part to our client's higher rates. Needing strategic creative and tactical approaches in order to reach decision-making prospects at key businesses throughout their footprint, we leveraged a small media budget and a narrow list of prospects to develop an ambitious media plan, with a goal of at least 500 content downloads or form fills for more information.

STRATEGY

Using current customer and priority target lists provided by our client, we built a cost-efficient paid tactical strategy that reached the right prospects with minimal financial investment. It included Facebook custom audiences, geo-targeted display, content syndication and account-based marketing, endemic publication e-blasts, lead generation forms, and retargeting and lookalike audiences.

These tactics allowed us to be extremely targeted while also ensuring multiple touchpoints where audiences could be exposed to messages along their path to conversion. We also developed and sent personalized "nurture" emails through our client's marketing automation platform, an owned tactical strategy to move people toward more 1:1 interactions.

RESULTS

In year 1, Butler/Till generated twice our annual goal, with more than 1,000 combined content downloads/form fills and at least three targeted companies becoming clients.

Additional results:

- 4.66MM display impressions
- 33,300 email opens
- 13,400 clicks
- 373 opt-ins
- 9,600 site visits
- 542 form fills
- 533 downloads

In subsequent years, this campaign continued to drive higher quality leads and identify cross-sell opportunities.

Year 2 campaign:

- Increased downloads by 169%
- Increased opted-in contacts by 294%, with an increased opt-in rate of 30% (65%-95%)
- Increased large business contact database by 1,555% and medium businesses by 258%

Year 3 campaign:

- Increased downloads by 112%
- Increased opted-in contacts by 197% with an increased opt-in rate of 15%
- Increased large business contact database by 500% and medium businesses by 124%