

Case Study: Health & Safety

INGENIUM



Research survey generates 706 highly qualified leads

Case Study

The Client

A leading inspection, verification, testing and certification company, widely recognised as a global benchmark for quality and integrity, with over 95,000 employees, our client operates a network of 2,400-plus offices and laboratories around the world.

The Problem

With the imminent arrival of new Europe-wide workplace health and safety regulations (OHSAS 18001 and/or ISO 45001 certification), our client wanted to understand in depth the present position on Health & Safety across both Public and Private Sectors. This required solid evidence-based research to be undertaken across both Sectors, with the aim of both informing our client's own strategy and messaging, and positioning them as thought leaders to new prospects and existing customers.

The Solution

The solution was a highly personalised, push-based marketing campaign. We compiled a list of key contacts through our Ingenium data community. Each email send was delivered by our in-house email broadcast tool, iServe, which is purpose-built to achieve a high level of email deliverability. The email contained an invitation to participate in an e-survey – put together via the combined knowledge and respective expertise of the client and of Media & Marketing Solutions' content team. This meant that the tailored survey consisted of appropriate questions, carefully gauged to gain the fullest response while providing the client the information they needed.

The survey was delivered under two of Media & Marketing Solutions' brands, iGov Survey and Exec Survey, to poll bespoke audience in the Public and Private Sectors respectively, exploring their attitudes to, and concerns about, health and safety across the sectors.

The results of the survey were then collated and analysed and used as the basis of a comprehensive report, including key findings and conclusions drawn by the client. The report was promoted using iServe back to those who had taken part and to a wider audience, as well as being further promoted via the iGov Survey website.

The Results

The survey resulted in 254 individual participants from the Public Sector and 187 individual participants from the Private Sector. From the Public Sector, 165 participants fully completed the survey and 88 requested further information, while in the Private Sector, we achieved 130 fully completed surveys, and 61 requests for more information.

We produced an evidence-based survey report, Health & Safety in the Workplace 2018. As well as providing insight to help the client's UK business development and marketing strategy, the report enabled the client to position themselves as thought leaders, understanding the market view on the new regulation and certification, and as experts in the provision of health and safety risk management solutions.

The post-survey email promoting the report was an effective lead-generation tool in itself, with 265 downloads in total, split across 196 downloads among the Public Sector audience and 69 downloads in the Private Sector. A proportion of these individual downloads came about as a result of forward activity, demonstrating the strength of interest in the material, as well as the extended 'reach' of these emails – beyond the individuals actually written to.

295

295 fully completed surveys

141 requests for further information

141

706

706 highly qualified leads generated

Marketing Solutions for the Public and Private Sector

Media & Marketing Solutions | BiP Solutions

Pacific House,
5 Pacific Way,
Salford, Manchester, M50
1DR

0845 094 8567
info@my-ingenium.co.uk
@ingenium_ids
<http://my-ingenium.co.uk>

