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sales and marketing

OIPG Global Talent Report lead campaign report

Objectives

1. Generate new sales opportunities using information acquired from the 2016 OIGP survey
2. Continue to build awareness of the Choice Career Services brand
 - ▶ Position Choice Career Services as a global player and industry thought leader
3. Be recognised amongst the HR community as an organisation who does things differently

Methodology

1. Break the findings into four separate chapters. Marketed as a book
 - ▶ To receive the book client had to register their details (ie Opt-in)
2. Market the findings to our database (inc Government and Commercial)
3. Use Google / LinkedIn to generate new prospects
4. Follow up all of those who registered to receive the book

Remarketing campaign



Remarketing ad

These ads are shown to any person who has visited the Choice website.



Form fill to receive report



Hi {FNAME},

In the second part of the Future of Work reporting series, we provide you with insight into the people challenges top global HR Managers are facing.

[Click here to access part two of the report series: Global People Challenges.](#)

If at any time during the report series you feel your organisation would benefit from direct consultation, contact me on 0438 053 278 or fill out the form on the bottom of the Global People Challenges page.

Expect part three of the report series tomorrow!

Regards,
Damian Menzies

Choice Career Services
T +61 3 9326 4884 | +61 (0)438 053 278
Suite 7, 75-79 Chetwynd Street
North Melbourne, VIC, 3051
www.choicecareerservices.com

x4



Report

Four day email trigger campaign that links to each section of the four-part report

Remarketing statistics (only)

Clicks	Impressions (How many people have viewed our remarketing ad)	Click through rate (CTR)	Cost per Click (CPC)	Total Cost	Total Report Downloads (Conversions)	Cost per Conversion	Conversion Rate
79	92,238	0.09%	\$5.32	\$420.30	6	A\$70.05	7.6%

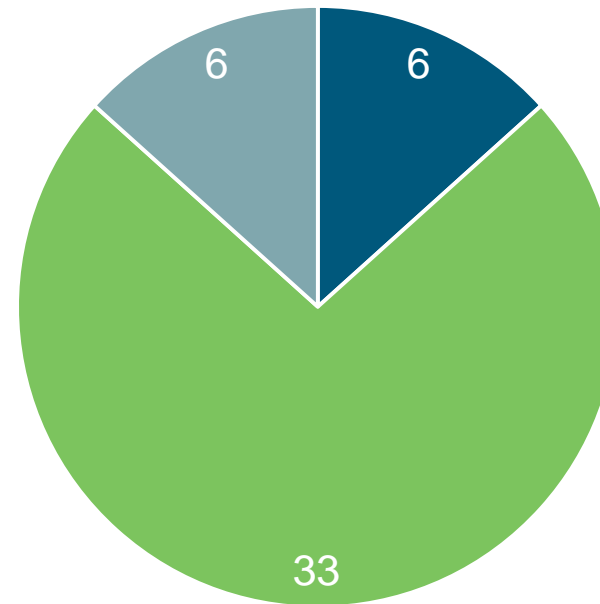
Key takeaways

1. Despite our initial expectation that daily content emails may annoy prospects, we had 0 contacts unsubscribe and maintained an average open rate of 41% across the four eDM sends.
2. Our average open-rate was double the industry average of 19.53%.
3. Our net click-through rate averaged 24%, which is significantly above the industry average of 2.4%.
4. We received 1 lead from buyer who consumed our OIGP report worth \$300k in pipeline revenue.
5. Cost of remarketing campaign was A\$420

List breakdown and total sends

- ▶ A total 177 emails were sent as part of the trigger campaign.
- ▶ This was made up of a list size of 45 names.

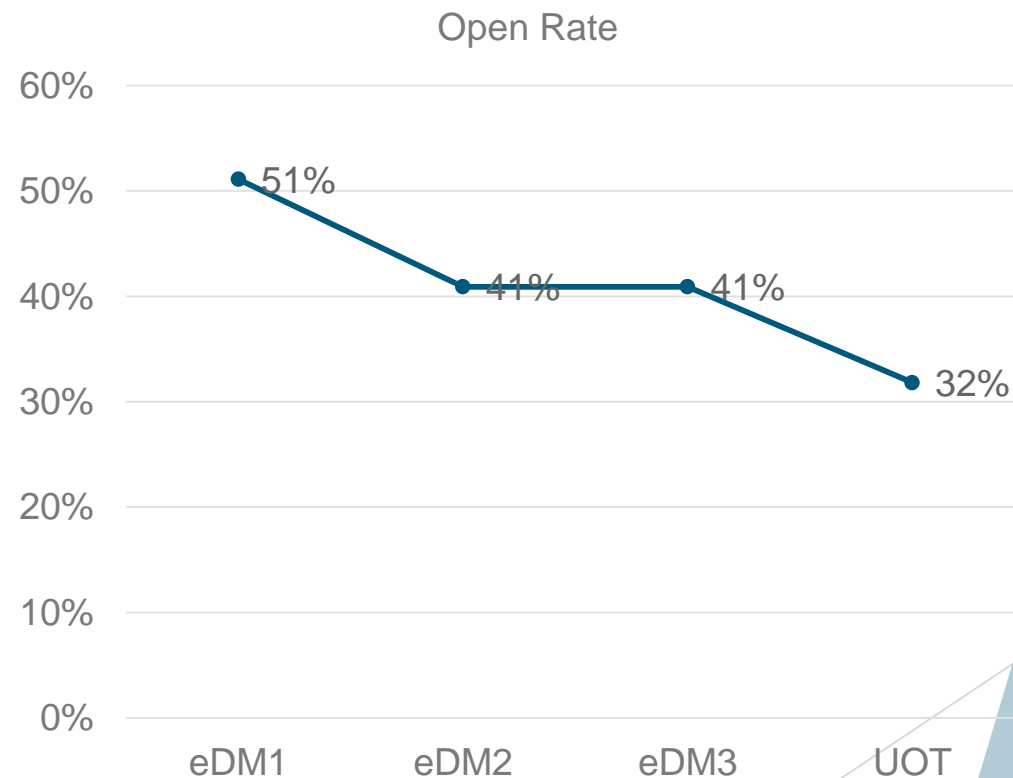
OIGP Report Downloads: Lead Source



■ Remarketing ■ eDM ■ Organic LinkedIn

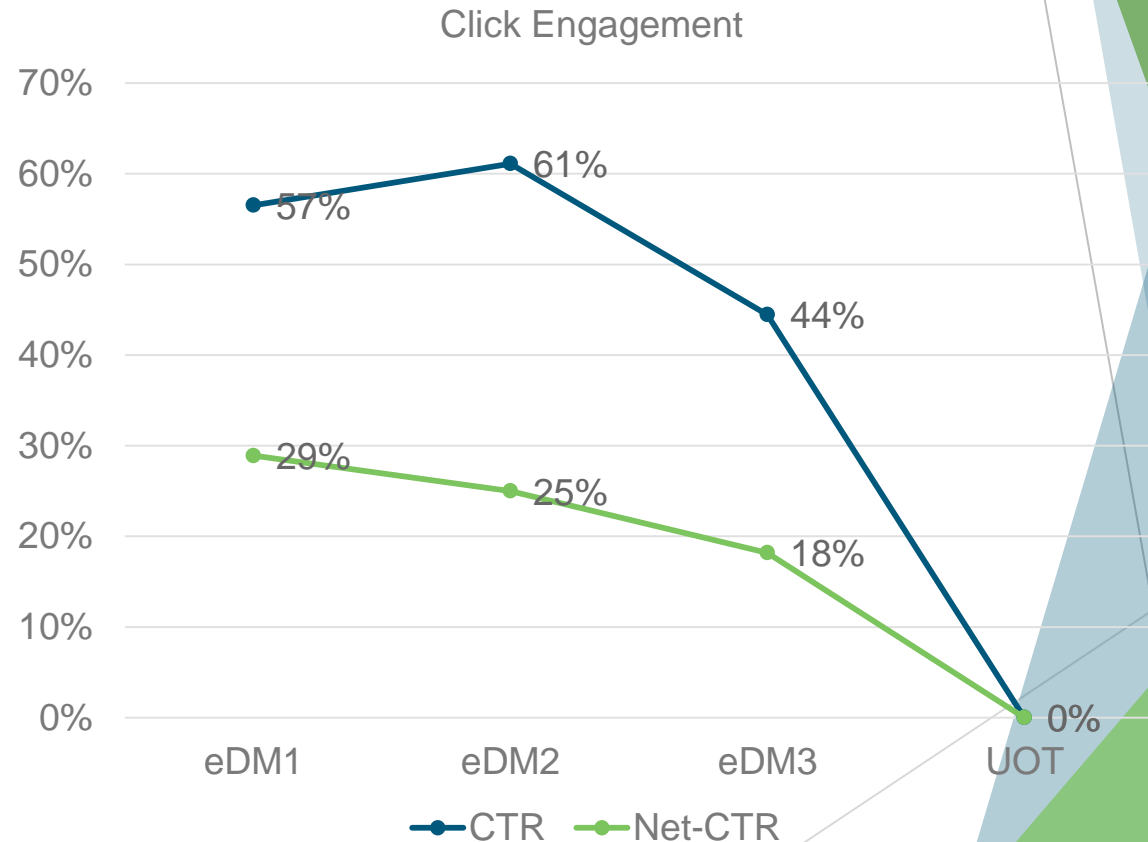
Open Rates

- ▶ Our expectation that the open rate would decline with successive sends proved to be true, however the average CTR remained double the industry average of 19.5% at 41%.
- ▶ Seeing no drop off between eDM 2 and 3 is indicative that people following the content flow stuck with us to the end and exceeds our initial expectations.
- ▶ Results showed:
 - ▶ Email 1 – 52%
 - ▶ Email 2 – 41%
 - ▶ Email 3 – 41%
 - ▶ Email 4 – 32%



Click through rates

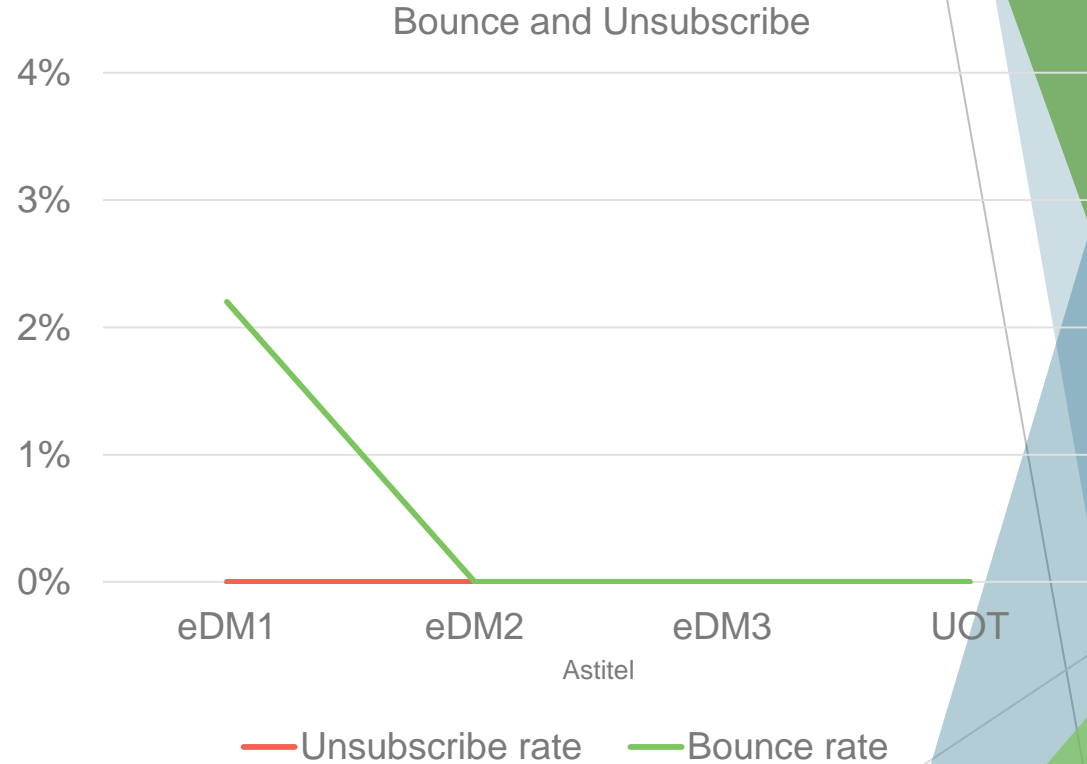
- ▶ Net click-through rates declined with each send, but remained extremely high. Industry average net-CTR is around 2.4%, so to have an average hovering around 24% is a great result.
- ▶ As expected, our Net-CTR declined as the campaign progressed. However, we did generate a spike in CTR (clicks/opens) for eDM 2.
 - ▶ Email 1: 29%
 - ▶ Email 2: 25%
 - ▶ Email 3: 18%
 - ▶ The final email did not offer a click-through link, instead it requested a call.



Bounce and Unsubscribe Rates

- ▶ Bounce rates were around 2% for eDM 1, but dropped to 0% with emails 2, 3, and 4.
 - ▶ 2.2% for email 1
 - ▶ 0% for emails 2,3,and 4
 - ▶ Unsubscribe rates remained at 0% across all sends.

Bounce rates often start higher and decrease with sends due to filtering out incorrect email addresses.



Recommendations for improvement

1. This campaign required users to opt in to receive the content and the content was spread across 3 eDMs with a final UOT eDM. This is most likely why our open rates and CTR are so far above the average. I'd recommend testing a similar format of campaign which forgoes the opt-in requirement in order to test if this campaign format can be applied to target a larger audience, and to gauge how effective this format is to a 'colder' audience.
2. I recommend leveraging remarketing and social support where possible in future campaigns which rely on content distribution. From this campaign we received 26% (12) of our leads through these channels which nicely supplemented the majority of leads which came through our database.
3. While we had one conversion from the campaign, we don't have any data around the success or failure of follow up calls. For similar campaigns in the future I recommend we get more diligent with our follow up calls and tracking.