



Marketing Case Studies Overview

Brand A: Health-Care Organization

2022 Bi-Annual Conference

- **Objective:** Increase awareness of Brand A through targeted campaigns aimed at practitioners and potential users.
- **Results:**
 - Email campaign open rates exceeded industry benchmarks, indicating strong engagement.
 - Social media engagement rates increased by 205.2%, starting from 0%.
- **Strategies:** Leveraged email marketing and social media promotion to engage both existing and new audiences.

Day-to-Day Marketing Efforts

- **Objective:** Increase engagement with email subscribers and promote event attendance.
- **Key Metrics:**
 - **Average Email Open Rate:** 48%
 - **Click-Through Rate (CTR):** 5.2%
- **Results & Strategies:** Utilized educational content and speaker highlights to foster community interest and encourage event sign-ups.

2024 Bi-Annual Conference

- **Objective:** Continue to drive awareness to Brand A through targeted campaigns aimed at practitioners, users, and doctors.
- **Results:**
 - Conversion rate on conference registration increased by 4.2%.
 - Email campaign open rates averaged 48%.

- Click-through rates averaged 4.0%.
- Social media engagement rates increased by 84.8% over the last 28 days.
- **Strategies:** Leveraged email marketing and social media promotion to engage both existing and new audiences.

Brand B: E-Commerce Catholic Toys

Campaign: Sold Out in 72 Hours

- **Objective:** Launch a new product and drive sales through email marketing and social media channels.
- **Results:**
 - Successfully sold out of the new toy product within 72 hours of launch.

Email Metrics for 2024 Campaigns:

- **Subscriber Growth:** Reached 6,500 email subscribers, driven in part by free downloadable printables.
- **Average Email Campaign Metrics:**
 - Open Rate: 38%
 - Click Rate: 3.11%
 - Order Rate: 0.30%
 - Unsubscribe Rate: 0.0929%
 - Revenue per Campaign: At least \$75 per email, with top campaigns generating up to \$226.
- **Year-to-Date Sales from Email Marketing:** \$30,058.
- **Sales Growth:** 119% increase in sales in 2024 compared to January-September 2023.
- **Improvement Strategies:** Focused on boosting average order value through bundle offers and BOGO promotions.

Note: For client protection and privacy, brand and company names have been replaced with "Brand X." All numbers and data mentioned are accurate and up-to-date.

