



HENDERSON ROBB  
MARKETING

# ESC

## Corporate Services

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Case Study

# What We Do

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Henderson Robb's process begins with an assessment and then a development of a client's Brand/Product/Service.

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Following this process we develop communications on for websites and mobile platforms that are set up with analytics when prospects visit the site/devices/landing pages.

3

We determine (with the client) metrics for new customer acquisition/retention.

4

Lastly, we take/utilize Inbound Accountable Marketing™ services to convert leads into customers and determine sales/ profits and the return on marketing investment.



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# How We Do It

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## Market Intelligence

Stakeholder and Customer research to ensure the Brand, Product, and Service is aligned

## Session

Core Values, Message and Personality

## Brand Strategy

Competition and SWOT

## Brand Promise

Positioning, Design, and Brand Standards



# About ESC Corporate Services

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ESC provides legal firms, corporate customers and financial services institutions with best of breed of breed online custom solutions to fill a wide variety of their clients public records, due diligence, filings and corporate supply requirements.

# The Challenge

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- ESC wanted to prove that they could sell products and services online which required minimal phone or sales support
- Prove that selling selected services online would be a profitable venture and would recoup the marketing investment
- The product selected for test market was the Certificate of Professional Status which verifies that a doctor is registered, and his or her standing with the College hospitals and other health institutions. Certificate of status is a government-issued certificate that confirms the current status of the corporation. The document is required for Medical, Dental and Health Professionals

# The Opportunity

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- The Certificate has to be renewed annually and ESC wanted to test automating the process
- Increase awareness of the multi- year discount on Certificate of Status
- Offer: ESC offered a discount on a 3 and 5 year program to acquire as many customers as possible

# Tactics



- PPC - Pay per Click
- New Landing Page designed increase conversion
- Call Tracking to provide research on call centre and track ease of use of online order processing
- Developed contextual Retargeting Banners to capture those prospects who visited the Landing Page but did not convert



# Results

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- 5 month Test program
- The test program provided incremental sales volume
- The Gross Profit covered all marketing costs including creative, PPC, Retargeting, media
- Net Gross profit allowed for a reinvestment in additional online services

# Summary

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Henderson Robb Marketing utilizes both Inbound and Outbound strategies based on client needs to optimize message and conversion.





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