

CASE STUDY

Situation



Every quarter, Elan Financial Services solicits participation in its corporate direct mail campaign. The goal of the campaign is to drive acquisition of new products and services sold by the financial institutions for which Elan provides services. The direct mail campaign is fully supported and funded by Elan Financial Services. Typically, Elan's Relationship Managers are responsible for communicating the opportunity to their designated financial institutions.

A folder with several pages of information was mailed to the financial institutions each quarter. If they wanted to participate in the program they manually completed a form and returned it to Elan. Those who participate had to re-enlist in the program each quarter. Participation rates in the direct mail program were low, and awareness of the program was limited. Elan got feedback that the information was overwhelming and confusing. Many financial institutions were simply too busy to go through the paperwork each quarter.



Challenge

Elan's Relationship Managers were looking for something more lively and appealing to spur participation. The information needed to be organized so it could be viewed quickly and understood easily. They also wanted an easier way for financial institutions to sign up for the program.



Solution

Infinity Direct developed a comprehensive solution for Elan to spark participation, create a seamless enrollment process and help Elan measure results.

First, we revised and reduced the amount of information being sent to the financial institutions and put that information on a CD. The CD educated the viewer on the effectiveness of direct mail, showcased samples of previous campaigns and provided simple directions for enrollment. Infinity Direct provided engaging copy, music, graphics and voice talent to make the CD professional, fun and effective.

Next, Infinity Direct developed a website for Elan. The site incorporated the same look and feel as the CD and supporting materials. It allowed the financial institutions to register for one campaign, or several, online.

The website contained the information that the original folder had, but it was developed to be flexible enough so the contents could be changed quickly and easily. On the site users can:

- a) enroll in the program
- b) view samples
- c) view/download marketing calendar
- d) take a survey
- e) Get answers to FAQs
- f) download several forms for list processing, encrypting and other mail processing
- g) find contact information



The website also contained a back-end administration area through which Elan could access and monitor all activity, history, survey responses and download reports.

Infinity Direct then designed and produced an Elan-branded CD-holder, duplicated the CD and mailed the completed kits to the financial institutions. The recipients then were able to simply insert the CD, view the materials, click on the embedded link and be taken to the Elan website to enroll in the campaign.

Results

This new package received accolades from Elan's internal partners, as well as the Relationship Managers. Our client was very happy with the end result and felt Infinity came up with a solution that was innovative and attention grabbing.

Elan has experienced an increase in participation, and the survey results indicate a greater awareness and understanding of opportunity to participate.

