

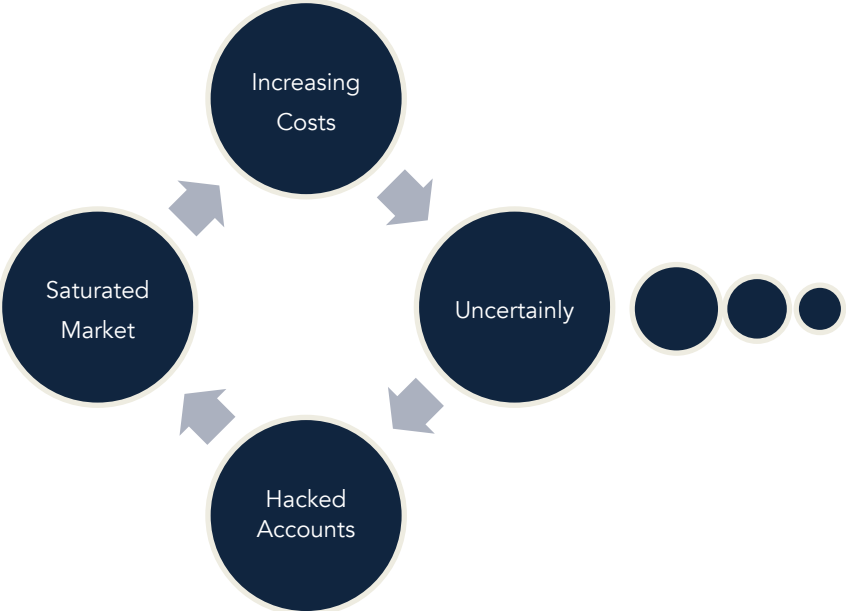


THE HOLY GRAIL OF ALLIANCES

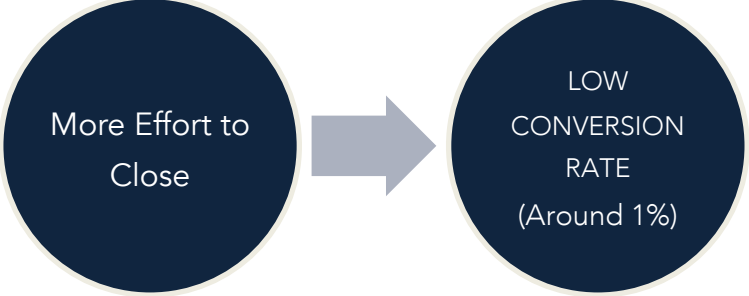
2.0 Campaign

Ana Belén Fernández Iniesto
PLATINUM GROUP IRELAND 22

FACEBOOK LEADS CONTROVERSY



WHY ALLIANCES HAS BEEN STOPPED?



But... What if I can tell you we have found the Holy Grail of Alliances
and I can show you exactly how to increase your conversion rate?



Yes, with data...!!!

All began with
2020 Lock
Down and
Volvo
Battinver
Alliance



MARCH 2020

- Before we had a shy 1% Conversion Rate of Leads from Postal Cards
- Lockdown Stops the Postal cards
- Let's Zoom and send them by email. Great Success... but short



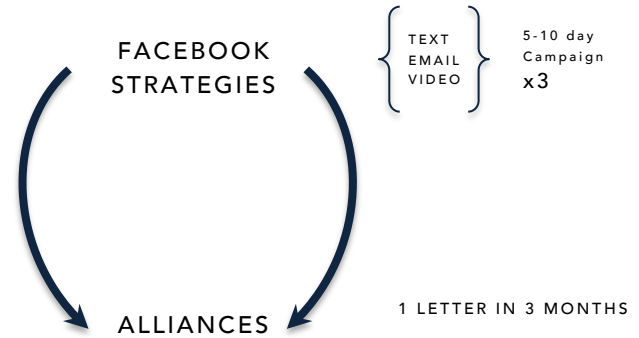
JUNE 2020

- People stopped to open emails, people back to "normal" again

Why not Combining...

...In a very fresh, unique way?

- ❖ Facebook 3 points of contact
- ❖ VS Alliances like a message in a bottle halfway across the ocean



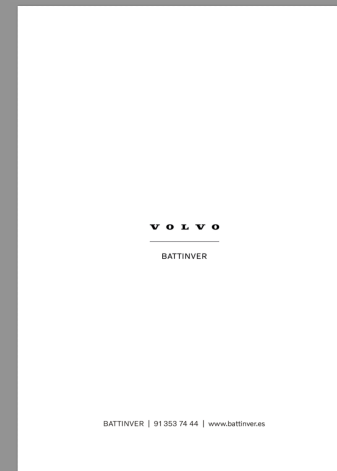
We Create "2.0 CAMPAIGN"



- ❖ Month 1: **Letter**
- ❖ Month 2: **Email 1** You Have a Gift on Your Mailbox
Email 2 Last Days to Redeem Your Gift
Email 3 Last 72 hours to Redeem Your Gift

Letter

Brochure



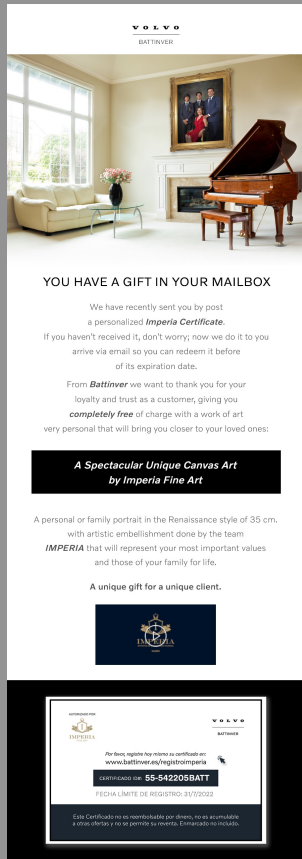
Certificate



REGISTER
YOUR
CERTIFICATE



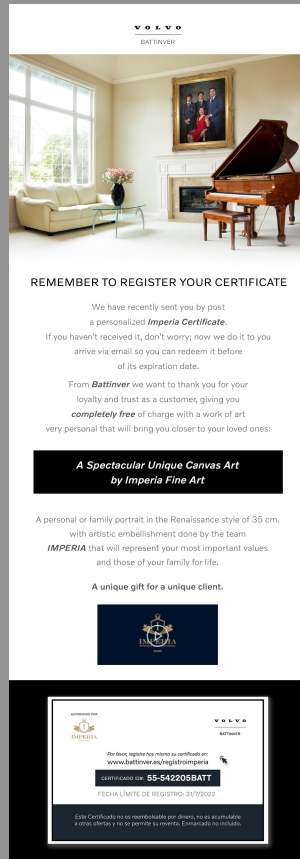
Email 1



“YOU HAVE A GIFT
IN YOUR MAILBOX”



Email **2**



VOLVO
BATTINVER

REMEMBER TO REGISTER YOUR CERTIFICATE


We have recently sent you by post a personalized **Imperia Certificate**. If you haven't received it, don't worry; now we do it to you arrive via email so you can redeem it before of its expiration date.

From **Battinver** we want to thank you for your loyalty and trust as a customer, giving you **completely free** of charge with a work of art very personal that will bring you closer to your loved ones:

A Spectacular Unique Canvas Art by Imperia Fine Art

A personal or family portrait in the Renaissance style of 35 cm. with artistic embellishment done by the team **IMPERIA** that will represent your most important values and those of your family for life.

A unique gift for a unique client.



CERTIFICADO DE REGISTRO

Por favor, registre hoy mismo su certificado en www.battinver.es/registroimperia

CERTIFICADO ID: **55-542205BATT**

FECHA LIMITE DE REGISTRO: 31/07/2022

Este Certificado no es reembolsable por dinero, no es acumulable a otras ofertas y no se permite su venta. Embalaje no incluido.




“REMEMBER TO REGISTER YOUR CERTIFICATE”

VIDEO



Email 3

VOLVO
BATTINVER



LAST HOURS TO REGISTER YOUR CERTIFICATE


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VIDEO 



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“LAST HOURS TO REGISTER YOUR CERTIFICATE”

Would you like to know what happen in the next 2 years
with a sample of 6.000 Gift Certificates?



January 21 Volvo Battinver "2.0 Campaign"



500 Gift Certificates 3 Month

	Postal Card January 21	Email April 21	Total
Number of Leads	15	Additional 18	33
Conversion Rate	3%	Additional 3,6%	6,6%

May 21 Volvo Battinver "2.0 Campaign"



1000 Gift Certificates 2 Month

	Postal Card May 21	Email June 21	Total
Number of Leads	22	Additional 16	38
Conversion Rate	2,2%	Additional 1,6%	3,8%

August 21 Volvo Battinver "2.0 Campaign"



1000 Gift Certificates 1,5 Month

	Postal Card 17 August 21	Email Sept 21	Total
Number of Leads	21	Additional 24	45
Conversion Rate	2,1%	Additional 2,4%	4,5%



2.0 CAMPAIGN: A CASE- CONTROL STUDY

How Could We be Sure, that all the new leads generated were a direct consequence of the email campaign?

- ❖ Case- Control: Is a retrospective, observational study that compares two existing groups
- ❖ Designed to help determine if an exposure is associated with an outcome
- ❖ We launched on same time a “1.0 Alliances Campaign” for another Volvo Dealership: just Postal Cards

November 21 Volvo Dealership B "1.0 Campaign"



500 Gift Certificates. No email was sent.

	Postal Card 1 Nov 21	End Postal 21.12.21	Total
Number of Leads	6	0	6
Conversion Rate	1,2%	Additional 0%	1,2%

November 21 Volvo Battinver "2.0 Campaign"



1500 Gift Certificates

	Postal Card 1 Nov 21	Last Email 21.12.21	Total
Number of Leads	21	Additional 59	80
Conversion Rate	1,5%	Additional 3,8%	5,3%

July 21 Volvo Battinver "2.0 Campaign"



1000 Gift Certificates 1 Month

	Postal Card 17 August 21	Email Sept 21	Total
Number of Leads	6	Additional 60	66
Conversion Rate	0,4%	Additional 4%	4,4%

- ❖ 1 July Letter: 6 leads
- ❖ 13 July 1o Email: 22 leads
- ❖ 25 July Reminder Email: 18 leads
- ❖ 29 July Last 72 hours: 20 leads
 - ❖ 29 July 6 leads
 - ❖ 30 July 4 leads
 - ❖ 31 July 6 leads
 - ❖ 8 August 1 lead
 - ❖ Ampliation September Campaign 3 leads



CONCLUSIONS

177

NUMBER EXTRA OF LEADS

NUMBER EXTRA OF LEADS

	Just Letter	Extra Email	Totals
6000 Gift Certificates	85	177	262

58€

LOWEST COST PER LEAD IN ALLIANCE MARKET

COST PER LEAD ALLIANCE MARKET

	Postal Card	"2.0 Campaign"
Number of Leads	85	262
Cost Per Lead	162€	58€

- ❖ 6000 GC = 13.800€
 - ❖ 1,5€ GC = 9.000€
 - ❖ 0,80€ stamp = 4.800€
- ❖ 6000 GC + email = 15.300€

72€

LOWEST COST TO BRING A CLIENT TO YOUR DOOR

COST OF CLIENT IN YOUR STUDIO DOOR

	"1.0 Campaign"	"2.0 Campaign"	FB
Cost Per lead	162€	58€	10€
Booking Rate Estimation	80%	80%	10%
Cost of Bring Client into Your Door	85	72€	100€

ALLIANCES
HIGHER
AVERAGE
PER CLIENT

5,5%

CONVERSION RATE "2.0 CAMPAIGN" FROM 1,7%

COMPARISON CONVERSION RATE

	Postal Card	"2.0 Campaign"
Lowest Campaign	0,4%	4,4%
Highest Campaign	3%	6,6%



Xmas Campaign

ARE SO POWERFUL (59 additional leads)



Increase your Conversion Rate Even in Summer

ARE SO POWERFUL (59 additional leads)



BENEFITS "2.0 CAMPAIGN"

- ❖ Low cost per lead double average
- ❖ Don't put all your eggs in one basket
- ❖ Forever font of leads (Bradford for 20 years)
- ❖ Once you close one, you have a friend forever
- ❖ For the General Manager:
 - Increase trust (30 part company)
 - Instant positive feedback
 - Transparency and control
- ❖ FAIRIES!:
 - Can lead the alliance market in their area
 - No franchise
 - Stop fighting each Facebook lead in a saturated market



**MAKE ALLIANCES
GREAT AGAIN**



Holy Grail
Increase Alliance
Conversion Rate
to 5,5%



PRESENTS



QR CODE

PDF

- Presentation THE HOLY GRAIL OF ALLIANCES | Campaign 2.0
- Emails template



External
Marketing
Company



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