



Medicare Event Leads

CASE STUDY

HOW A MAJOR HEALTHCARE INDUSTRY PRODUCED NEW LEADS THROUGH AN EVENT SPONSORSHIP CAMPAIGN

Our client, a major healthcare insurance company, wanted to reach a specific audience, provide valuable information, and most importantly generate more business leads to grow market share. They were looking for a unique way to achieve these goals and position their team as trusted experts simultaneously. They decided on an event sponsorship of cleveland.com’s Guide to Medicare event to align themselves with the trusted journalism and brands cleveland.com and The Plain Dealer have established as Ohio’s #1 news source.

CAMPAIGN RESULTS



INCREASED AWARENESS IN THE MARKETPLACE THROUGH A **7-WEEK LONG** HIGH-IMPACT FIXED POSITION CAMPAIGN



POSITIONING THEIR TEAM AS **TRUSTED ADVISORS IN A BRAND-SAFE ENVIRONMENT** THROUGH SPEAKERS AND AUDIENCE ENGAGEMENT



ACQUIRING **474 WARM AND QUALIFIED LEADS** FOR THEIR PIPELINE

474 LEADS

ACQUIRED IN THREE UNIQUE WAYS

- 1** Qualifying question on the event registration form – “Do you want to be contacted by an agent of our partner?” – **123 hot leads**
- 2** Pre-event Medicare survey – **143 warm leads**
- 3** Medicare event registrations - **208 warm leads**



AVERAGE COST PER LEAD IN THE **HEALTHCARE INDUSTRY:**

\$162

AVERAGE COST PER LEAD THROUGH **EVENT SPONSORSHIP:**

\$23