



Wellspring Digital

Integrity • Transparency • Results



CASE STUDY:

EMAIL MARKETING

A 200% Plus Increase in Email Subscribers!

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Who Is Lincoln Healthcare Leadership?

Lincoln Healthcare Leadership is a healthcare intelligence company based in Southport, CT and one of the US's leading providers of healthcare investment and innovation conferences. Their goal is to help improve the US healthcare system by creating valuable networks, facilitating best-practice sharing, and delivering original business insights to the market leaders. Lincoln organizes some of the healthcare industry's most reputable conferences, such as Home Care 100 and Senior Living 100.

The Challenge

As a leading healthcare intelligence market player, Lincoln sought assistance from Wellspring Digital to address some key challenges in their lead generation and email marketing efforts. The following areas were identified as crucial for improvement and growth:

- ✓ **Leverage email marketing:** Lincoln understood the importance of email as a powerful lead generation channel, capable of delivering personalized content and engaging potential clients. They sought to make email marketing a central part of their lead generation strategy, ensuring it was fully utilized and integrated with other marketing efforts.
- ✓ **Streamline lead generation:** To maintain a healthy sales pipeline and drive growth, the client needed a reliable method for generating high-quality leads through email marketing on a regular basis.
- ✓ **Enhanced targeting:** Lincoln aimed to fine-tune their targeting strategies within email campaigns, ensuring they were reaching the right audience. This would result in higher engagement and conversion rates by focusing their efforts on the most relevant prospects.

Thousands of Leads and High Conversion Rates: How Wellspring Digital's P2L Campaigns Helped to Skyrocket Lincoln Healthcare's Email Marketing

- ✓ **Improve lead attribution:** Lincoln wished to implement a comprehensive lead attribution system that accurately tracked the success of their email campaigns, allowing them to measure the impact and optimize their strategies based on data-driven insights.

“*Lincoln is a recognized brand name in the healthcare industry,” said Karl Hindle, Wellspring Digital CEO, “however, they needed a unified approach to lead generation, blending creativity with their marketing technology stack, underpinned by proven processes.*”

How Wellspring Digital Helped

Wellspring Digital custom-tailored and implemented an innovative customized process called P2L for Lincoln Healthcare. This end-to-end solution addresses all aspects of lead generation through email marketing, including database management, targeting, content creation, lead attribution, and sales pipeline fueling.

The goal of P2L is to dramatically increase the client's email contact universe with cold leads using a drip campaign that warms the leads up before placing them into the client's CRM.



What Was Done

To reach the objectives of P2L campaigns for Lincoln, Wellspring Digital performed the following tasks:

Targeted Contact List Creation

We created a comprehensive database of prospects using an AI-powered search engine configured to search for Lincoln’s target personas & demographic characteristics. This way, a list containing thousands of cold leads was created.

Educational Content Development

Wellspring Digital’s content team helped Lincoln to create highly engaging blog content and case studies to establish Lincoln as a knowledgeable and trustworthy source.

Email Drip Campaign Content Development

We created sequences of targeted emails to nurture cold leads by addressing their pain points, answering questions, and offering solutions.

Fueling the sales pipeline with warmed-up leads

The leads that were successfully engaged with the email drip campaign were integrated into Lincoln’s marketing automation platform. It vastly improved the number of qualified email subscribers and increased the conversion rate for the client’s regular ongoing email marketing campaigns.

P2L Effectiveness Analysis and Reporting

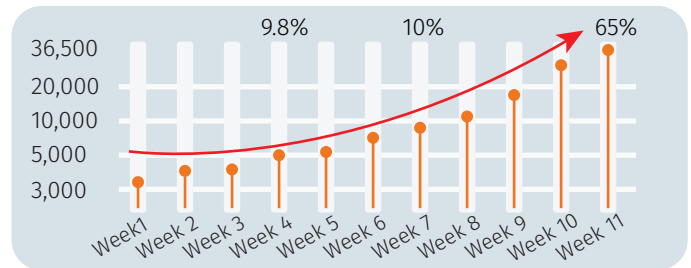
Wellspring Digital constantly monitored the P2L campaigns’ effectiveness, modifying email content as needed and ensuring high conversion rates. Monthly reports were provided to the client showing performance at every critical stage.

The Results

The two P2L campaigns implemented by Wellspring Digital for Lincoln yielded impressive results, showcasing the effectiveness of this approach in driving engagement and expanding their prospects database.

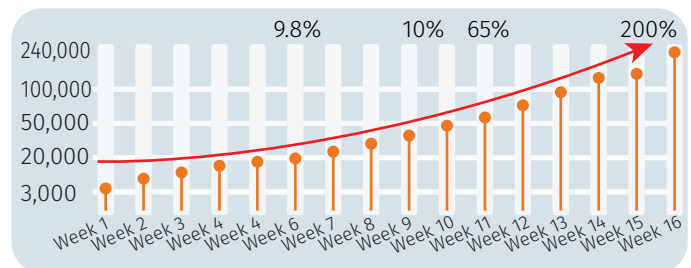
Campaign 1:

- The campaign ran for 11 weeks, during which 36,500 emails were sent.
- The campaign generated 3,600 engagements, achieving a 9.8% engagement rate, significantly higher than the average cold email engagement rate of 3%.
- There were four weeks when the engagement rate reached 10% or higher, further emphasizing the success of the campaign.
- A total of 3,000 new warmed-up contacts were added to Lincoln's email database, resulting in a substantial 65% increase.



Campaign 2:

- This campaign ran for a longer duration of 16 weeks and involved sending almost 240,000 emails.
- The campaign saw over 14,000 engagements, with an overall engagement rate of 6%, still surpassing the industry average for cold email campaigns.
- The campaign's success led to the addition of 12,500 new contacts to Lincoln's email universe, an impressive increase of 200%.



The P2L campaigns' results demonstrate the power of targeted and personalized email marketing in engaging the right audience and growing a company's email database. By working closely with Wellspring Digital, Lincoln Healthcare Leadership was able to achieve exceptional results, boosting their lead generation efforts and setting the stage for continued growth and success.

Testimonials & References

Frederick County Chamber of Commerce

"Working with Wellspring Digital on our marketing automation has been of tremendous value to us. Due to Covid, we lost three staff members necessitating we shift perspectives and get creative with our new member onboarding process.

Previously we had a sales team who would work individually with members through their first year of membership. Wellspring worked with us to develop an automated new member drip campaign that allowed us to use digital tools and touch these members in a more strategic way.

While it certainly does not replace human interaction, it significantly improved our member retention and created a more informed membership in a way we had not anticipated.

Working with the Wellspring staff is wonderful as well. They are accessible, personable and incredibly attentive. I highly recommend adding them to your marketing efforts!"

Jennifer Gerlock, Vice President, Marketing & Communications

Audio Video Group

"Ever since we began working with Wellspring Digital on our marketing automation, we've gained more visibility into lead generation and sales. We've seen our marketing become more cohesive, smarter, timely, and tailored to the lead we're speaking to.

They've taken our marketing to another level and created the alignment between sales and marketing we've been wanting. We can't imagine our marketing and sales efforts without the strategy and execution of marketing automation from Wellspring Digital."

Eric Johnson, CTS-D, President

Get started today!

Partner with a strong digital marketing team to build your email list.

Call us: **301.383.8351**

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