

Case Study – Press Release Targeting NHS

Press Release Title

Over £15,000,000 in unclaimed savings by UK hospitals – claim yours now

Background

The client is a company with a unique approach to waste legislation that can save hospitals up to £60,000 a year. This press release was sent out December 5, 2007 to 1,870 NHS decision makers.

The client understood that the public sector is one of the most conservative and change averse audiences possible to target. They knew not to expect immediate sales, but that the press release was a way to open conversations with public sector decision makers.

The leads gained through the press release were to be added to their monthly marketing campaigns. This would build credibility with the public sector and keep the client in the forefront of the government buyers mind when they are ready to purchase.

Results

Openings of the e-mail – 387 individuals
Forwards of the e-mail – 350 times

Response within the first 10 days

- 48 clicks to the company website
- 3 calls directly to the company
- 7 e-mails asking for further information
- **8 meetings scheduled.**
 - Each meeting has the potential of £8,000 of profit to the company so the potential is well worth the effort.

After 4 weeks, 3 contracts were signed worth on average £18,000 with a net profit for each at £8,000, total net profit value to the company of £24,000.

Going Forward

The company will be doing a follow up e-mail campaign to the initial 387 respondents to update them on the success of the program. This will get more potential clients calling the company and asking for help. They have scheduled a quarterly press release to continue with the initial success.