Case Study

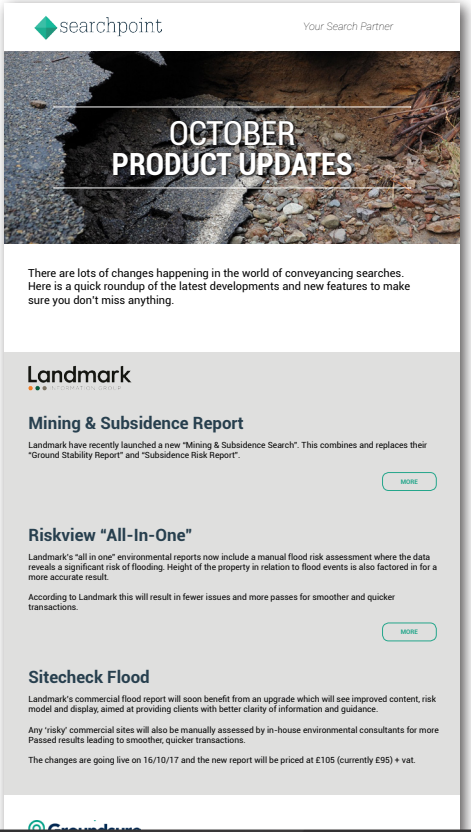
Searchpoint

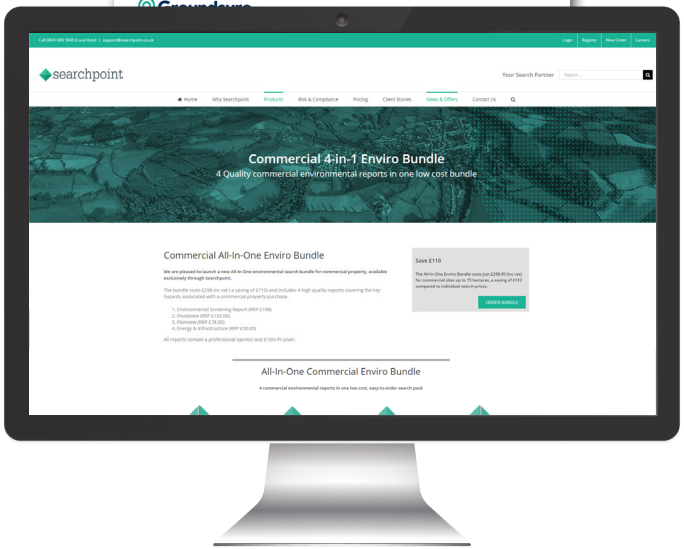
Strategy Design Online



searchpoint







Searchpoint offer a range of property searches, defective title insurance and compliance services for the conveyancing professional.

The Brief

S2F were enlisted to engage a new audience in the services and products that Searchpoint offer. In conjunction with that, S2F needed to re-engage the existing customer-base with new product and service information on a regular basis.



Tony Clarke
Searchpoint
Operations Director

Our Comments

"If we needed to re-engage an audience whilst attracting a new one, it seemed appropriate to refresh Searchpoint's brand and build some consistency into their identity. This would be the first stage of the project.

We were aware that we needed to get the most out of a relatively small budget with Searchpoint, so the deliverables would have to be well considered. We identified two methods which would be regularly fulfilled to satisfy marketing Searchpoint to their existing clients and also to attract new ones. Twitter would be our social media platform of choice. A platform which allowed us to get our key messages out quickly to the target audience, of whom were already active on Twitter.

The second method, email marketing, was an obvious decision given that Sarchpoint had access to a very large existing customer database. Another quick and effective way to get messages about new products and services out to an audience who may not have engaged for a while."

Richard Spears
Digital Marketing Manager

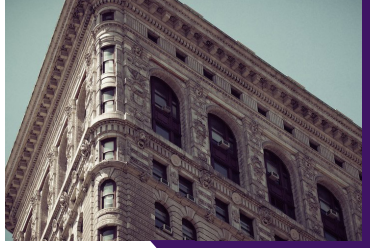
The Solution

S2F managed Twitter on a daily-basis, not just in terms of content creation but also to increase connections within the target audience. The majority of material produced would direct the audience to a specific landing page on the website, which were optimised to keep the audience there longer, browse more pages and ultimately, enquire or process a request for searches.

Email marketing, which was used to re-engage existing customers was used on a monthly basis and would often include one-off offers and informative content on complex searches and reports. S2F also produced user guides which instructed existing customers on how to order searches online.

Website visits reached an all-time high and customer testimonials started pouring in – something we would use at a later date to cement Searchpoint's expertise within the industry.





58%
Increase
in new website users



122%
Increase
in social media referrals



Start 2 Finish Marketing

When the S2F story began in 2005, our initial business goal was to provide West Midlands industrial based businesses with a single point of contact for all their marketing. This is still at the heart of what we do today.

We are not your average marketing agency. We believe in a 'hands on' marketing management service, think more of a Virtual Marketing Department working alongside you, combining client experience and agency ideals. We have experience of working with many government run funding agencies, and a full understanding of the sales process, with our directors having over 50 years of combined experience.

We believe strong relationships create strong brands.



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