



Brand alignment and lead generation with an integrated campaign...

We were delighted with the whole initiative from the project consultation and campaign management to the level of engagement and response from prospects. The results exceeded our expectations - we hope to work with Sift Media again soon.

Kellie Marsh
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the challenge

Venture Finance, the award-winning independent invoice finance and asset based lender, was looking to raise its brand profile amongst practicing accountants. Their objective was to reach the heart of the accounting community and position themselves as a viable and trusted industry partner.

As well as searching for the largest and most active environment for this target group, they also needed a significant breadth of engagement whereby they could reach the accounting community across multiple touch points.

The timing of their campaign gave the potential for Venture Finance to align their brand with the 2011 budget – a time when practicing accountants are at their most engaged.

the solution

Venture Finance identified AccountingWEB as one of the most respected resources for accountants at this business-critical time, while also recognising the wealth of engagement opportunities for brand alignment and lead generation.

Following consultation with the Sift Media team an integrated campaign was created to meet each of the key objectives. On-site and email activity included brand alignment with all budget related editorial coverage, co-branding with the AccountingWEB budget report from Rebecca Bennyworth, advertising in the member bulletins and inclusion in a dedicated budget email to all members. Additional engagement and lead generative activity included sponsorship of a budget sweepstake, sponsorship of a budget discussion group and inclusion of Managing Director Peter Ewen in a live on-site panel session.

the results

This integrated and highly measurable campaign exceeded the challenging objectives and over-delivered in all areas.

The campaign reached well over 106,000 professionals; including 65,500 page impressions of budget sponsorship, 28,000 email opens with branded content and almost 1,300 watches of the live panel coverage (which also received 86 comments from members). The Venture Finance brand also engaged close to 23,000 members via sponsorship of budget related pages (including over 120 comments) and delivered 1,774 direct leads as a result of entries into the budget sweepstake and downloads of the official budget briefing.

Further activity will capitalise on this brand awareness with on-site banner advertising scheduled to run later in the year – further integrating this sustained campaign and fully optimising results.