

Lyrical Communications Case Study: Successful Lead Generation

Who was the client?

The client was a leading supplier of plumbing and heating products.

What did the client need?

The client was looking to gain a steady stream of leads throughout the course of the year.

They were looking to gain leads from larger installers and specification professionals, but also raise awareness with all installers and specifiers.

What did we deliver?

We created a programme of bespoke webinars across the year, supported by weekly takeovers of our elemental and Installer digital platforms. We used our expertise in content creation and marketing nous to deliver:

- **763 leads over four heavily promoted webinars**
- **2,634 views of the webinar registration pages**
- **24% increase in leads from this sector**
- **56 new qualified leads from specification professionals working on multi-million pound budgets**

Client Says:

“We were supported at all stages by the Lyrical team in making this partnership a huge success. We have already seen leads turn into new business for our sales team!”



Lyrical Communications Case Study:

Successful thought leadership positioning

Who was the client?

The client was a large member organisation whose members are technology manufacturers.

What did the client need?

The client was looking to present its members as thought leaders to the elemental and Installer communities, also providing value for the clients existing audience.

What did we deliver?

We created a digital festival for the client where members as well as the organisation's executive committee could present their low carbon solutions. This was followed up with a Theatre sponsorship at the InstallerSHOW all wrapped around an extensive and ongoing marketing campaign across the digital platforms. It resulted in:

- **100s of attendees to 12 sessions at the InstallerSHOW**
- **300+ registrants to digital sessions**
- **Over 3,000 page views of the digital sessions**
- **Over 500,000 page impressions for the digital sessions and the theatre sponsorship**

Client Says:

“We can't wait to do more of the same in 2023. Our campaign was a great way to get people talking about the challenges we all face as an industry, as well as celebrating the milestones already reached.”



Lyrical Communications Case Study: Successful Product Launch

Who was the client?

The client was a leading tool manufacturer, popular with installers.

What did the client need?

The client was looking at a high-impact way to reach a variety of installers and tradespeople for the launch of a new product.

They wanted a way to support the launch with authentic assets and digital activity which would “cut through the noise” and reach their target audience.

What did we deliver?

We designed a package of activity encompassing the launch date including sponsorship at the InstallerSHOW, unboxing video with an influencer, competitions and digital takeovers of the InstallerONLINE website and newsletters. It achieved:

- **Over 600 scans of interested visitors at the InstallerSHOW**
- **200,000+ displays of the product launch**
- **500+ entrants in the competitions**
- **8,000+ clicks on digital activity over the launch period**

Client Says:

“We were impressed with the amount of noise created by the Lyrical team and the buzz that there was around our product at the InstallerSHOW. We will be using these platforms for future launches for sure!”

