

Customer acquisition in the financial community

A fresh and creative approach generated exceptionally high conversion rates for AccountingWEB

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Contact AccountingWEB's Resources Team
www.accountingweb.co.uk/resources
Email: promotions@accountingweb.co.uk
Phone: Jeremy Arnold 01179 159619

The Story

AHK was briefed to run a new recruitment programme to increase the active membership of this highly influential financial community.

First we introduced a more targeted approach and created a series of new propositions. We then produced highly relevant communications that made a significant impact on registrations, attendance at events and purchasing of user guides.

AHK's strategic, data-driven approach helped the campaign achieve higher than expected conversion rates.

Client: AccountingWEB
Skills: Creative concept, direct marketing, proposition and messaging, sales collateral, strategy, targeting.

Find out more

To talk about how AHK can help you resolve your own marketing challenge, David Hearn on 020 8541 4222 or david.hearn@andersonhearnkeene.co.uk.