

What does an award-winning content marketing campaign look like?

An Alere campaign with the right strategy, right offer and right marketing mix.

CLIENTS: Alere & American Diabetes Association
PROGRAM: Content Marketing
OFFER: Healthy Workforce Webinar
OBJECTIVE: Generate sales-ready leads and utilize best practices to determine marketing conversion benchmarks.



16.9%
EMAIL OPEN RATE

10%
ABOVE INDUSTRY BENCHMARK



10%
ABOVE INDUSTRY BENCHMARK

10.68%
EMAIL CTR



19.23%
TWITTER CTR



37.78%
CONVERSION RATE

10%
ABOVE INDUSTRY BENCHMARK



OUR CONTENT SERVICES



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