



CLIENT:

# Kaiser Permanente

## CHALLENGE

Kaiser Permanente, a Pacific Northwest based healthcare provider, offers coverage to individuals and small & medium businesses. The Small Business Group at Kaiser Permanente, which operates through an extensive network of Brokers, wished to target businesses with 50 or fewer employees.

Brokers typically sold plans from various providers so the objective of the campaign was to build affinity and create synergy and deliver “face-to-face” appointment-ready leads to the Brokers.

## SOLUTION

Digital Wavefront worked with Kaiser Permanente’s Direct Response Consultant in designing and developing an integrated campaign that included Direct Mail and a microsite targeted to C-level decision-makers. We developed an online version of their Excel-based Tax Credit Calculator and used it as a soft offer on the microsite to further drive conversions.

Multiple call-to-actions allowed responses to be captured via a targeted 800 # on the microsite. The landing page qualified the leads based on the opportunity size and appropriately directed them to a member of the Inside Sales team to setup face-to-face appointments with a designated Broker.

## RESULTS

### B2B Lead Gen Microsite

Digital Wavefront designed and developed a custom microsite as part of a targeted integrated marketing campaign.

### Tax Credit Calculator

A tax-credit calculator based on an in-house Excel spreadsheet was developed that enabled the C-level prospects to calculate their potential tax credit. The calculator served as a soft offer to drive conversions.

### Doubled the Number of Broker Appointments

The integrated campaign produced 2.2x the number of face-to-face appointments when benchmarked against their previous effort.

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