

# Client Story

# myConversation

Readly were working with a variety of marketing agencies to drive new partnerships with established brands, which was costing them between £2-6k per new partnership generated.

MyConversation combined expert copywriting with our 'Conversational' email platform to create new conversations with senior and hard-to-reach decision makers at big brands.

## SERVICES DELIVERED SINCE JAN 21

- Conducted research to create a Partner avatar, to understand the psychology and concerns of the decision makers Readly needed to target.
- Researched target business structures, company types, market size and data availability to define targeting criteria for prospective Partners that fit Readly's profile.
- Identified relevant data sources and created a contact list of potential Partners
- Created email copy designed to appeal to avatar concerns and psychology
- Designed and implemented a multi-contact, automated email campaign.
- Integrated campaign process with existing sales and marketing process to deliver 'ready to meet' prospects direct to inbox.
- Ongoing refinement of targeting and email copy through A-B split testing, daily monitoring and weekly consultation meetings with Readly.

## Now that MyConversation has been configured:

- No internal campaign management resource is required from Readly.
- MyConversation campaign responses are filtered, and qualified. 'Live prospects' are delivered directly to the sales persons inbox, requiring only a meeting time to be set.
- Campaigns are integrated with existing marketing funnels or standalone as required.

## RESULTS

- 2400 contacts reached in the first 3 months
- 132 positive responses
- 44 qualified meetings
- From 3 months activity, Readly has 3 new partnerships in place already with English Heritage, NewDay and Barclays, with a new partnership worth on average £50k in additional subscription revenue (conservative forecast)
- There are other high profile conversations still taking place and the partnership pipeline is still growing
- Leads generated with brands such as:



## ROI AFTER 3 MONTHS

- In the first 3 months MyConversation campaigns resulted in signed business worth 20x the amount invested by Readly
- Based on current conversations with new prospects, projected ROI is 2,566%
- This is 4x more effective than Readly's previous best ever campaign and 9x more effective than average.

***"The team at MyConversation are true experts in their field and great to work with. They've become trusted advisors and their campaigns continue to deliver the best results we've seen, by a huge margin"***



Rob Hanlon  
Global Partnerships Director, Readly.