



CHALLENGE

Making direct mail more engaging

LIBERIS CASE STUDY



“The creative ideas Challenge thought up and executed were amazing and the results were too.”

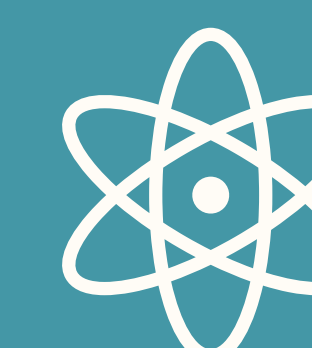
DANIELLE WARREN
MARKETING CAMPAIGN MANAGER

The challenge

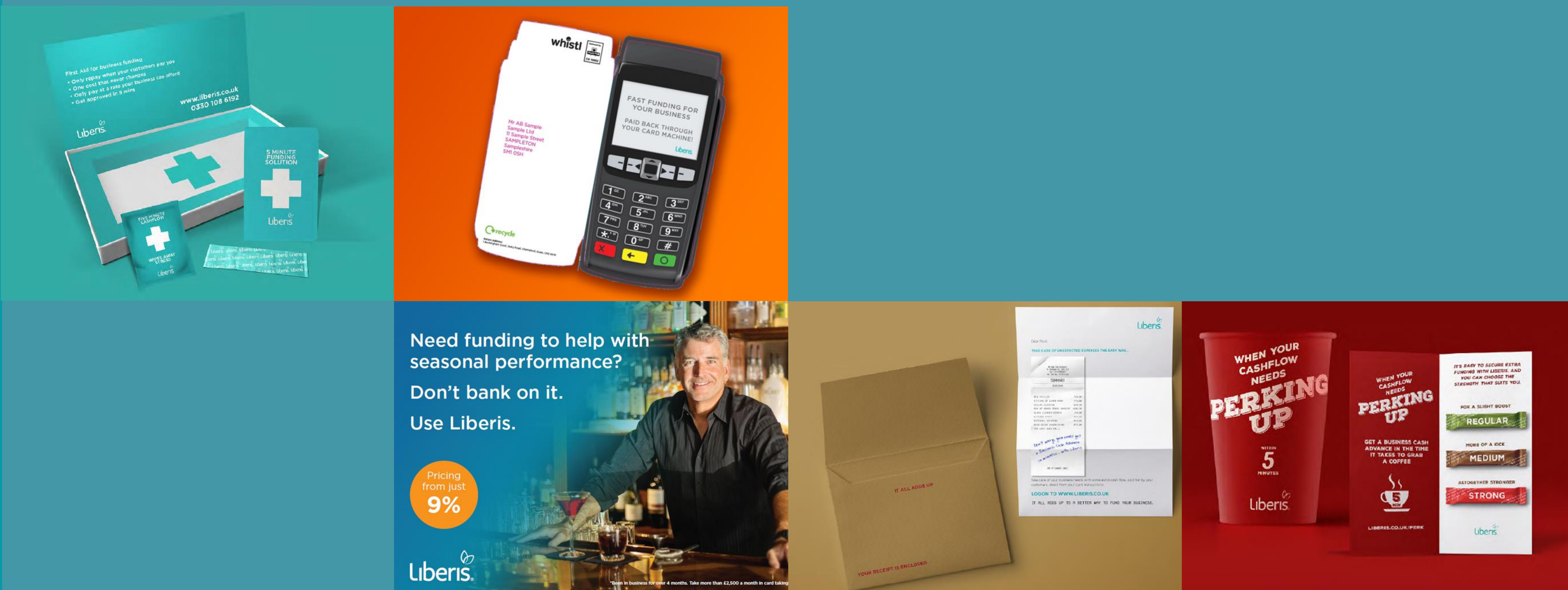


Liberis is on a mission to provide small businesses with accessible and responsive finance. They provide a technology platform and financial solutions to offer hyper-personalised and accessible funding, empowering small business customers to grow their revenues. We were tasked with creating mailers to 75,000 business prospects.

The work



Successful direct mail is all about combining a powerful message with eye-catching creative. You have to engage customers immediately before you can drive them to take the desired next steps. We sat with Liberis' sales teams to understand their audience and what approaches had worked best before. We then used this insight to develop possible creative approaches and punchy content — the creative we proposed needed to start engaging conversations the sales teams could finish. These concepts were then refined and finalised, before being managed using personalised printing and mailing processes.



The outcome



75,000 personalised, die-cut mailers were sent out to Liberis' prospect database to start and it was followed by the 'receipt mailer' to the same audience.

Due to the nature of their business, Liberis could not share specific campaign results, only that there was a clear uplift in inbound contacts and increase in productive sales calls. These were the first of many direct mail pieces we did for Liberis, so we were clearly doing something right.

SERVICES USED

- Sales and marketing alignment
- Ideation
- Creative concepts
- Copywriting
- Design for print
- Personalisation
- Print production