



Lead Generation | PPC | Online Advertising | Inbound Marketing

CLEARY GULL

INCREASING ALTITUDE WITH PROVEN EXPERTISE FOR PILOTS

GENERATING LEADS FOR CLEARY GULL'S NEW PILOT PROGRAM

We're helping pilots take the first step into a turbulence-free retirement with Cleary Gull's newly introduced Pilot Program.

THE CHALLENGE

**GENERATE 400+ LEADS FOR THE CLEARY GULL PILOT PROGRAM
IN LESS THAN A 12-MONTH PERIOD.**

MAIN KPIS

KEYWORDS | IMPRESSIONS | CLICKS | CTR | CPC | COST | LEADS | CPL | CONVERSION RATE

THE RESULTS

APRIL - JULY 2015

We continue to see significant success with this campaign

LEADS

Increased new leads by 4.9X

161% Increase
from June - July

COST PER LEAD (CPL)

86% Decrease
in cost per lead

CONVERSION RATE

102% Increase
in conversion rates

IMPRESSIONS MADE

7,092,195

Associations

54%

Google, LinkedIn & Bing

46%

CLICKS

194% Increase
in total clicks

CLICK-THRU-RATE (CTR)

229% Increase
in click-thru-rate

COST PER CLICK (CPC)

72% Decrease
in cost per click

“ I Imagine’s creative vision combined with technical expertise has consistently resulted in exceeding expectations. Every individual is an expert in their field, and to be able to leverage that expertise has elevated our marketing to levels we haven’t been able to reach in the past.”

- T.H. Marketing and Communications Director

HOW WE DID IT

We developed a two-pronged approach to guide new leads through the three stages of the buyer’s journey.

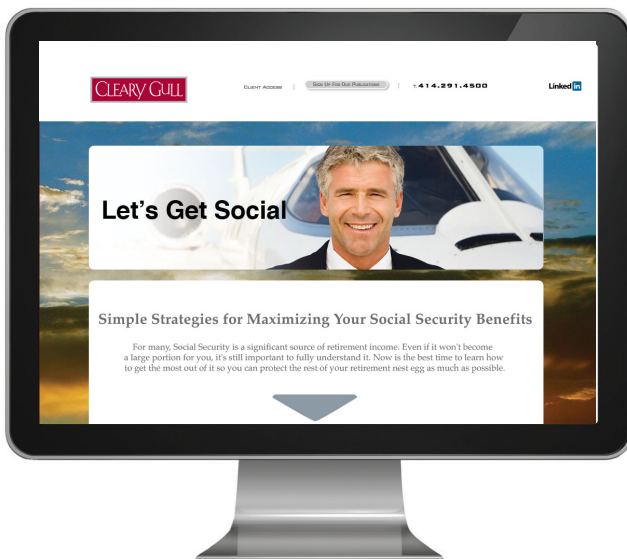
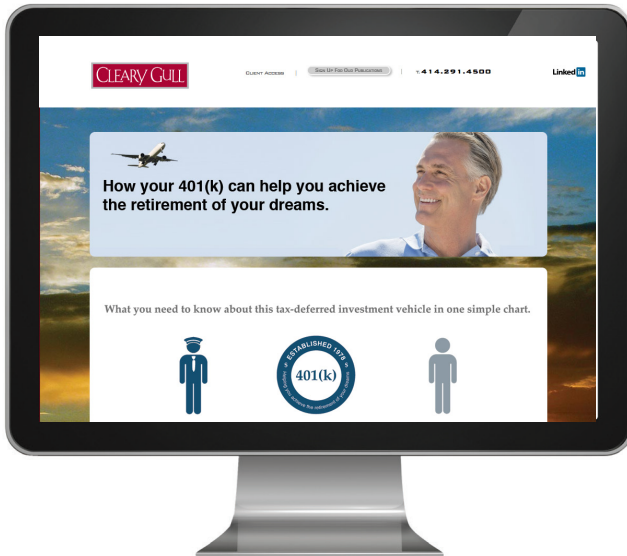


3 CAMPAIGNS

The campaigns utilize a combination of paid search, remarketing, banner ads, and lead nurturing campaigns.

10 PIECES OF UNIQUE CONTENT

Relevant, educational content positions Cleary Gull as thought leader and expert.



5 ADS

Engaging, targeted ads offer fresh content in exchange for contact information.

The image displays three vertical advertisements for Cleary Gull. Each ad has a red banner at the top with the 'CLEARY GULL' logo in white. The first ad shows a man in a suit and tie smiling in front of an airplane, with the text 'Plan now to maximize your retirement benefits, so you don't leave Social Security money on the table.' and a 'Learn More!' button. The second ad shows a man in a blue shirt looking up at a plane in the sky, with the text 'What every pilot needs to know about a 401(k)' and a 'Learn More!' button. The third ad shows a man in a white shirt looking thoughtful, with the text 'Minimize Your Investment Risk. Maximize Your Peace Of Mind.' and a 'Start Now' button. Below the main text in the third ad is a smaller line: 'Learn how to be a smarter investor for your retirement.'

15 EMAILS

Nurturing emails keep Cleary Gull top of mind and provide opportunities for engaged leads to request a consultation.

WE HAVE 4 MONTHS LEFT IN THE CAMPAIGN, SO FLY BACK SOON TO GET AN UPDATE ON OUR PROGRESS.