



[CHALLENGE]

Buxton is the industry leader in market planning and marketing services using the insight of customer analytics. Since 1994, they have worked with more than 1,900 clients in the retail, health care, public sector and consumer packaged goods industries. Buxton wanted to increase awareness of its brand across the many sectors it serves to bring a more strategic approach to its marketing campaigns.

[STRATEGY]

Over the course of the past few years, Buxton has built databases for prospecting and determined direct mail and emarketing is the best method to deliver a series of messages to potential customers interested in expansion or economic development. This method would include the sales force who would play a key role in the follow up on each mailer.

[SOLUTION]

Witherspoon worked hand in hand with the Buxton team to develop "Success is Insight" as an overall campaign theme. Elements of the campaign included trade show graphics, trade show direct mail and e-mail blasts, quarterly direct mail promotions, an internal campaign for the Buxton sales team, as well as redesigned newsletters for each of the verticals. The campaign benefited from a quality prospect database kept internally at Buxton.

[RESULTS]

Each quarterly campaign has been deemed successful with prospects converting to new clients. Witherspoon continues to work with Buxton to develop lead generating campaigns and will help to develop additional elements for the "Success is Insight" campaign in 2010.

