Ignite Visibility

Email Marketing for On-Demand Telehealth Company

PROJECT DETAILS

🏷 **Digital Marketing**

📅 **Nov. 2021 - Ongoing**

💲 **$50,000 to $199,999**

❝ *"Ignite has been tremendously organized, proactive, and dedicated to delivering success."*

PROJECT SUMMARY

Ignite Visibility provides email marketing for an on-demand telehealth company. They use Monday as their project management tool.

PROJECT FEEDBACK

Ignite Visibility has helped increase the client's open rates significantly. They provide a high level of communication that handled high-pressure situations in a responsive and solution-oriented manner. Moreover, they pay close attention to the client's needs.

The Client

Please describe your company and your position there.

I'm a marketing director. We offer on-demand care 365 days a year via Virtual Visits and in over 165 centers nationwide. We partner with prominent health systems to support our communities across the entire continuum of care.

The Challenge

For what projects/services did your company hire Ignite Visibility, and what were your goals?

Our goals were to have Ignite help produce and deploy our consumer-facing emails for an initial period of 6 months and resolve a few issues we had been experiencing with dark mode, mobile, and Outlook.

Marketing Director, On-Demand Telehealth Company

Healthcare

1,001-5,000 Employees

Raleigh, North Carolina

CLIENT RATING

5.0
Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0

The Approach

How did you select this vendor and what were the deciding factors?

We were already working with Ignite Visibility for SEO when we realized a need for email channel support. We vetted a few companies and Ignite's responsiveness, confidence, and quality of their pitch set them apart from the rest. It helped that we were already satisfied with the results we've been seeing in SEO, though we were introduced to a new team focused solely on email.

Describe the scope of work in detail, including the project steps, key deliverables, and marking tools used.

The core effort has been production and deployment of our monthly email newsletters, which are versioned out for each market we are in and take a few weeks to produce, with multiple content sources and approval stages. Our ESP during the project was Active Campaign. The dark mode, mobile, and Outlook issues were resolved within the first two email deployments and Ignite has since been helping us create new email templates, processes, and reports. Ignite uses Monday as their project management tool.

How many resources from the vendor's team worked with you, and what were their positions?

I have personally interacted with five team members, including a customer success manager, email managers, and a senior director.

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

Transitioning from predominately html email to image-based resolved the issues we were facing while maintaining our strong open rates. In fact, open rates have grown a few % since working with Ignite.

How effective was the workflow between your team and theirs?

After some initial turnover on assigned team members, workflow has been fantastic. Ignite has been tremendously organized, proactive, and dedicated to delivering success. There is a high level of communication.

What did you find most impressive or unique about this company?

What has most impressed me about the Ignite Visibility email team was their response to the disappearance within our ESP of a batch of newsletters that were scheduled for deployment. Significant work went into those newsletters and Ignite responded immediately to work directly and professionally with the ESP to recover many of the emails and rebuild the rest and deployed them on time. They went above the call of duty in that instance.

Are there any areas for improvement or something they could have done differently?

We are extremely satisfied with Ignite and grateful for their attention to our needs.