

Case Study

How I helped a Buildings Insurance Valuation Provider improve conversion rate and customer value

THE CLIENT

Barrett Corp & Harrington (BCH) is a Reinstatement Cost Assessment (RCA) provider for buildings insurance valuations.

The business had grown organically without a marketing strategy over a 14 year period through reputation and networks.

CHALLENGES

With a new CRM in place, BCH had access to some incredibly valuable business data for the first time and could identify some areas where conversion rates needed to increase.

In addition, BCH needed to launch a new desk-based valuation service to their customers.

SOLUTIONS



**Business
Discovery &
Research**



**Value Proposition
Development**



**Website,
Email Campaigns,
Digital Content &
Social**

RESULTS



270

Customers
Engaged



10%

CTR



5%

Increase in
enquiries

PROCESS

1

Clear customer-centric value proposition

I developed an overarching value proposition and segmented versions for each target market.

2

Optimised website for conversion

Reviewed acquisition channels and conversion rates, implemented UX improvements and refreshed messaging for increased conversion.

3

Content creation to educate consumers

Created PDFs in conjunction with design partner to educate the consumer on the underinsurance issue and how to avoid it with BCH services.

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"Kate was able to draw on previous experience of supporting businesses operating within niche markets.

She immediately understood the importance of compliance and the materials provided by governing bodies to support and legitimise messaging.

She funnelled this focus into quick-result projects including the website and general SEO placement.

Drawing on her own network, Kate was able to appoint further specialists such as designers and web developers, all of whom she clearly communicated a project brief and desired outcome to, as well as measuring the output and success.

Kate was an asset, and we are truly grateful for her time and expertise!"

Zoe Davenport, Barrett Corp & Harrington

PROCESS

4

Unconverted Campaign

With a segmented approach, I created a sequence of email campaigns and calling activity to help lift the conversion rate from quote to order.

5

New Service Launch

I created the value proposition for the new desk-based valuation service and supporting campaign assets inc landing page, email campaigns and digital assets.

6

Website & Social Content

I created SEO friendly blog posts and promoted them with other content on the company's LinkedIn page to support their brand awareness and lead generation activity.

BENEFITS

End-to-End Strategic Marketing Support & Implementation

From messaging development through to content creation and campaign execution, BCH benefitted from a dedicated senior marketer with all-round capabilities and attention to detail - maximising their investment in marketing support through one point of contact.