

**AlldayPA**  
Free Trial Launch

# The rundown.

**AlldayPA was founded in 1999 and since taking their first call have built up an enviable base of over 23,000 clients.**

**With over £11 million invested in technologies and systems they offer the most sophisticated call answering service in the UK but have consistently been frustrated when positioning their business to new prospects.**

The challenge for us was how to overcome this and deliver an innovative solution for future business growth. We used our experience and expertise to devise and develop an integrated strategy that tackled three key areas;

- How we could repackage and launch a new service offer that would take the company forward.
- How we could clearly and concisely present and explain their service to a market that spanned all sectors and levels.
- To improve leads from an average 650pcm to 1000pcm and help to improve the current conversion rate of 33%.

Working closely with the client we reviewed and explored their business, their market and overall business plan to help devise and deliver a new product package to be launched in autumn 2009. A suite of marketing tools were then created to package the new package and take it to market.

These included an animated video clip (the positioning tool), micro site and email/PPC campaigns (delivery tools) and the new service offer (the conversion tool).

The project went live in November 2009 and was a resounding success for the client with an average 1455 new leads per month (up from 656) from the micro site and overall conversion rates increased from 33% to 39%.

This accounted for an average £9000 per month incremental sales and company forecasts for 2010 look to add a further £500,000 from this new product launch.

The launch can be viewed at <http://financial.alldaypa.com>

# Enter Cube<sup>3</sup>

**AlldayPA was founded in 1999 and since taking their first call have built up an enviable base of over 23,000 clients, including FTSE 500 companies, blue chip multinationals and high-profile professional services firms all over the UK.**

With over £11million invested in technologies and systems they now offer the most sophisticated call answering service in the UK. Much more than just a 'human voicemail' service, they provide virtual switchboard, media response lines and full service call centres to any size of business across every conceivable market sector.

Following a decade of traditional marketing campaigns and sales initiatives they still came back to one fundamental problem – “how do we clearly and concisely let prospective customers know about our service and drive those enquiries to their highly effective conversion team because frustratingly we haven't been able to achieve this so far?”

The challenge therefore, was how to deliver this.....

# Time to get creative.

**We pitched an integrated strategy that focused around an animated video story that could be used to clearly and effectively position their complex service offer whilst creatively using it as a conversion tool for the launch of their new service package.**

We explored the market and reviewed the current business offer of AlldayPA with the client and decided to launch a new £3 per day service package modelled on a mobile phone contract. This would be a major USP for AlldayPA within the market but required a vehicle to deliver it effectively. We then convinced the client to provide a 15 day free trial period to position a 'draw' for the new service offer and allow us to create a powerful offer for the launch. Customers would have to opt out after the trial period thus delivering AlldayPA with numerous triggers to retain the new clients once we had provided them.

We then story boarded and scripted a full animation clip with the foresight of chaptering the footage so it could be used in its entirety or as sound bites for future use. By using animation as apposed to traditional video we could easily change and update the clips in future and maximise the investment for the client.

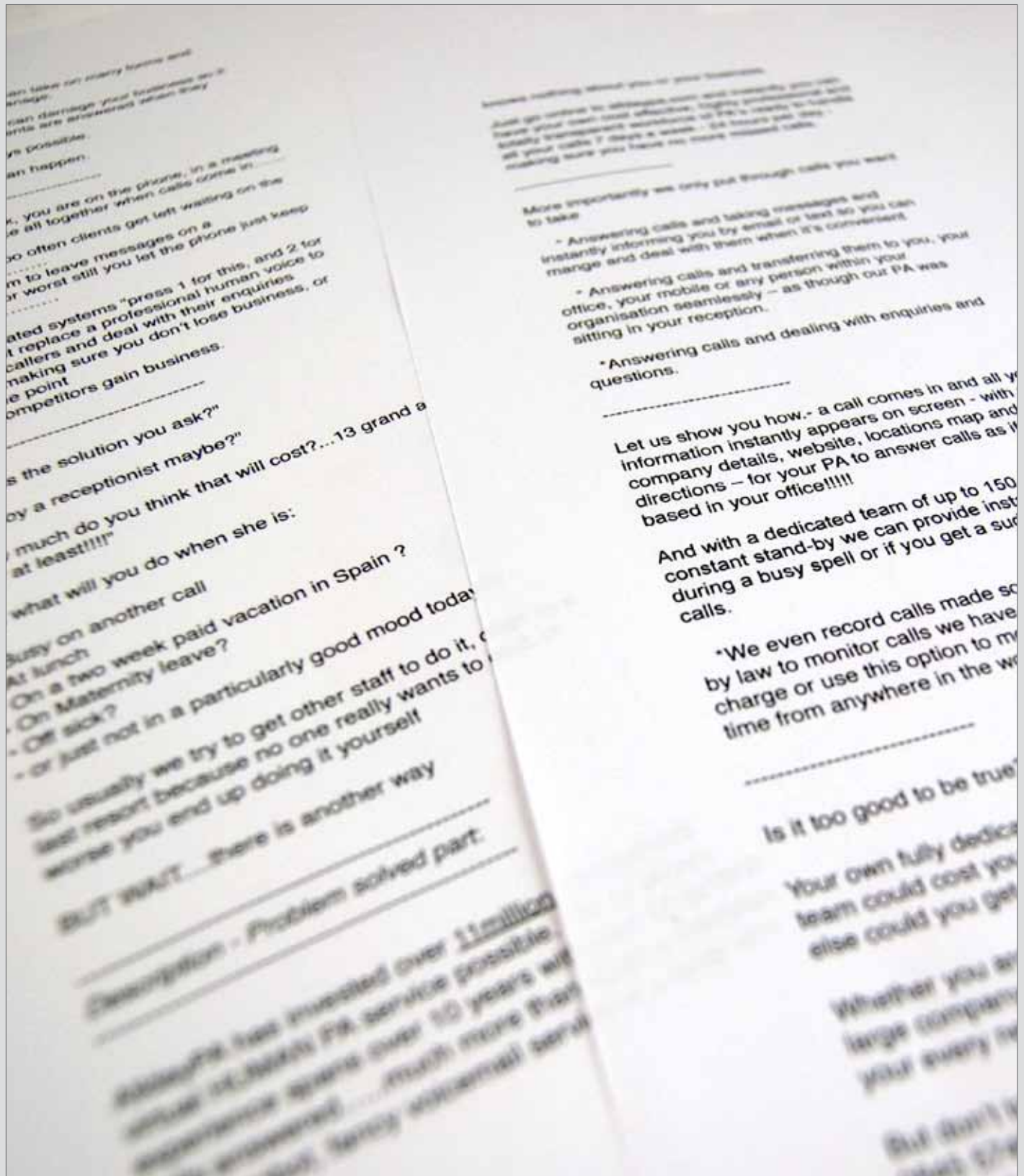
Next we devised and designed a suite of email templates and bought in sector specific email lists to deliver the animation to the markets. As email is hit and miss, we backed up this strategy with PPC campaigns to bolster visibility.

Finally, we built a micro site at <http://financial.alldaypa.com> to act as a central repository for the launch strategy and instigated email and PPC campaigns to drive targeted prospects to the new service offer.

We felt that this approach was highly innovative and special to the organisation as it fused new technologies and highly effective communication tools within an overall launch strategy for the client. Further, this work has longevity in that it can be used across all types of future marketing especially within the digital arena. In fact we have already used it on the main [www.alldaypa.com](http://www.alldaypa.com) website in a summarised format to great effect.

# Assets.

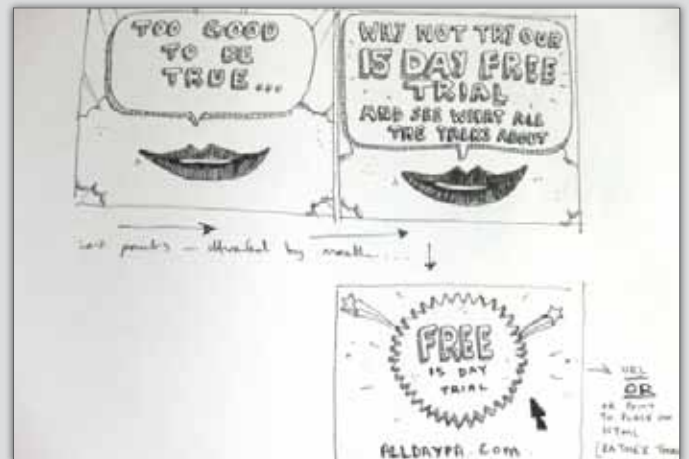
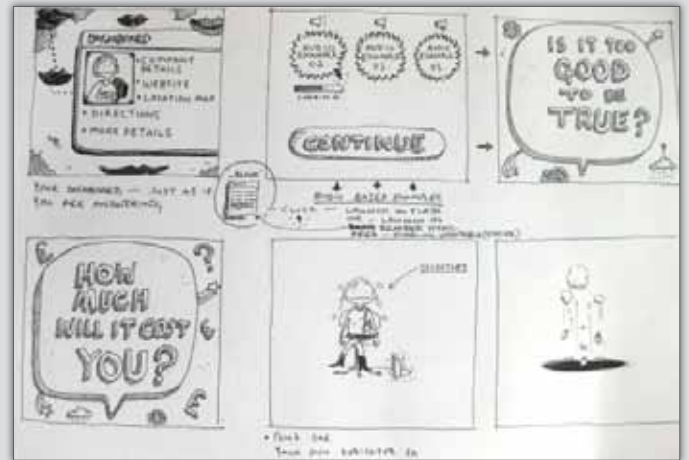
## Script.





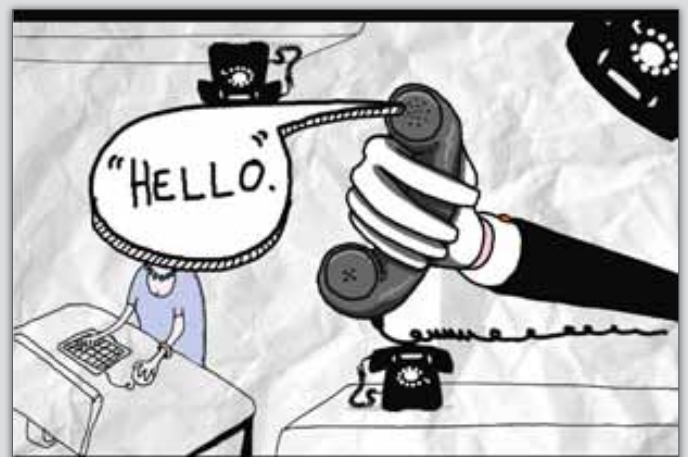
# Assets.

## Story Boards.



# Assets.

## Final Animation Stills.



# Assets.

## Final Animation Stills.



To view the full animation visit:  
<http://financial.alldaypa.com>

The screenshot shows a web browser window displaying the alldayPA website. The browser's address bar shows the URL [www.alldaypa.com](http://www.alldaypa.com). The website header features the alldayPA logo with the tagline "all your calls answered" and a phone number "0845 057 4000". A navigation menu includes links for Home, Services, Our Customers, Common Questions, and Free Trial. A video player is prominently displayed, showing a globe with a play button. To the right of the video is a red circular badge that says "CLICK HERE TRY OUR FREE 15 DAY TRIAL". Below the video, there is a section titled "Customers who already use our service to manage their calls" with logos for Carphone Warehouse, TESCO, NHS, BRITISH AIRWAYS, and THE BODY SHOP. Three red callout boxes provide statistics: "80% of callers don't leave voicemail or answer phone messages, resulting in damage to your reputation & loss of business", "£62k if you were to answer calls 24 hours a day, 7 days a week, 365 days a year", and "300 days on average customers spend of their lives on hold often resulting in damage to your reputation and potential loss of business". The main content area is divided into "Welcome to alldayPA" and "Our Specialist Services". The "Welcome" section describes the virtual call answering service. The "Specialist Services" section lists: Debt Management, Payroll Service, Client Management, Lead Qualification, Claims Handling, and Mortgage & Loan Application. Each service includes a brief description and a "Listen to a real call" button. A red badge at the bottom left of the main content area repeats the "FREE 15 DAY TRIAL" offer with the phone number "0845 057 4000". The browser window shows standard navigation buttons and a search bar.

Calls answered since 1999, and counting... **17,718,000**

Sign up today call... **0845 057 4000**

Home | Services | Our Customers | Common Questions | Free Trial

CLICK HERE TRY OUR **FREE 15 DAY TRIAL**

seamless virtual PA services from £3 a day  
sign up **NOW** and be up and running within minutes...

Customers who already use our service to manage their calls

**Carphone Warehouse** **TESCO** **NHS** **BRITISH AIRWAYS** **THE BODY SHOP.**

Did you know... that statistics show **80%** of callers don't leave voicemail or answer phone messages, resulting in damage to your reputation & loss of business

Did you know... it could cost your business **£62k** if you were to answer calls 24 hours a day, 7 days a week, 365 days a year

Did you know... on average customers spend **300 days** of their lives on hold often resulting in damage to your reputation and potential loss of business

Welcome to alldayPA.

Our virtual call answering service means many things to many businesses. But whatever you call it, if it involves answering a telephone, we can do it for you professionally – and we do it cost effectively and do it well.

To some clients we are a remote reception desk, answering and routing incoming calls. Others see us as their outsourced call centre, handling their customer support queries 24/7.

Using the latest technology, we'll answer every call personally and efficiently in your company name, just as if we were based in your office. We record every single call, too, free of charge to ensure total transparency.

CLICK HERE TRY OUR **FREE 15 DAY TRIAL** Sign up for a FREE trial today call... **0845 057 4000**

Our Specialist Services

**Debt Management**  
Let your alldayPA grade your callers and deal them efficiently to your specialist recipients saving you time and money.  
[Listen to a real call...](#)

**Lead Qualification**  
Let your alldayPA pre-qualify and manage your callers cost effectively so you can deal with them efficiently and effectively.  
[Listen to a real call...](#)

**Payroll Service**  
Our specially tailored service can remotely check in and out employees whilst streamlining the processing of any size of payroll.  
[Listen to a real call...](#)

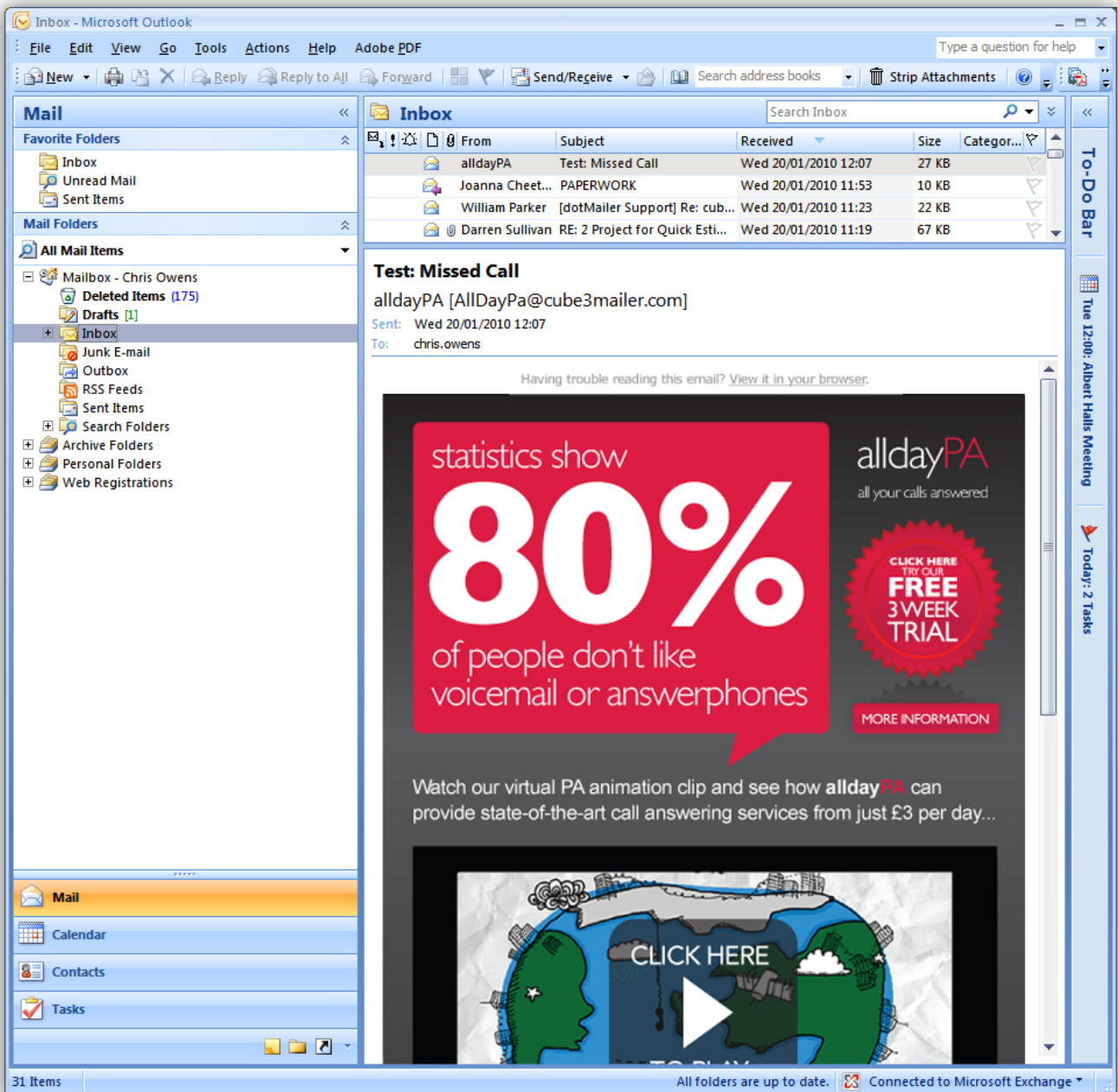
**Claims Handling**  
We can vet and qualify claims before they get to you optimising the quality of information received 24hrs per day 7 days per week.  
[Listen to a real call...](#)

**Client Management**  
Allow our virtual Pa's to manage you incoming and outgoing calls so you only handle the calls you want to deal - when you want to take them.  
[Listen to a real call...](#)

**Mortgage & Loan Application**  
Lead generation, pre qualification, grading and qualifying calls efficiently so you can maximize potential business opportunities effectively.  
[Listen to a real call...](#)

Done

## Email Template.



## Head scratchers.

**The challenges we faced on this particular new launch were multiple but homed in on the need to deliver something that the company had previously struggled to achieve for the last 10 years. How do we quickly and concisely present a complex service offer to maximise conversion.**

Physically getting the information from the client into a clear and concise manner was the first issue and then co-ordinating this with them and the animation team magnified the need for close control and clear direction if we were to achieve the best execution but more importantly keep to budget!

We also had to design and develop sophisticated email templates that overcame the issue of spam filtering and image blocking, refining and developing the title phrases and design content to maximise click through. Trial email campaigns were sent using split testing to refine the process. Eventually, simple HTML text based formats were found to be the most effective.

## The results are in.

**The campaign was a resounding success in that it provided on average 1455 new leads per month (up from 656) from the micro site and overall conversion rates - increased from 33% to 39%. Added to this was an impressive increase in direct conversion to 'sign up' from the site with an average 34 form fills which had not been evident from the existing website for a number of years. This information was tracked by the client and used as a measure of our success.**

We used internal statistics from the client, Google analytics and Email Marketing Tracking reports to qualify these results. Measurement criteria's were set in advance and we bench marked our performance against it.

This new product launch accounted for an average £9000 per month incremental sales and the company is now forecasting to add a further £500,000 in 2010 using our animation.

## Client quote.

-----Original Message-----

From: Reuben

Sent: 22 December 2009 12:50

To: Phil Ogden

Subject: Re: animation

Dear Phil,

On behalf of everyone here please pass on our gratitude and sincere thanks in achieving what has been a resounding success with the launch of our new service package.

The animation still makes me smile and has an amazing impact on everyone I show it - never before have we been able to present our business so clearly and succinctly. It will be a major asset for us next year and I am looking forward to sitting down with you in the New Year to incorporate it into the main website and other aspects of our marketing.

Initial feedback from the sales team show an increase to 1455 new leads per month (up from 656) much better than the 1000 we targeted! The micro site and overall conversion rates have also increased from 33% to 39% and sign up from the site directly is accounting for @ 34 form fills per month.

I think there are a few areas where we can improve even further on this and I want to provide an edited version as some feedback provided states that it can be too long for an initial intro - but this can all be moved on next year.

Again great piece of work and looking forward to working with you an the team next year

Have a good Christmas

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