

Facing Crisis & Doubling Down on Direct Mail

A Case to Maintain Marketing in Times of Crisis

CHALLENGE

A global pandemic erupted across the world in 2020, causing most companies to change and rethink how they do business. RGI has a client, who's consumer-based agency completely relied on face-to-face meetings in order to close business. Both RGI and their client had to collaborate and quickly adapt.

SOLUTION

RGI confirmed their ability to ramp-up and maintain lead order deliveries during the pandemic. After careful consideration, the client decided to maintain their marketing efforts. In order to keep their lead flow consistency the same, the client had to optimize how they engage with current and prospective clients.

IMPLEMENTATION

RGI optimized their mail drop strategy to maintain consistent lead delivery to the client.

The client implemented the following response sales tactics:

- Set goals to conduct several Zoom meetings each day.
- Hosted car-to-car meetings.
- Hosted outdoor meetings at prospective client's homes.
- Followed health guidelines to wear protective masks and socially distance themselves during all meetings.

"Leads have been such a blessing and have been the biggest savior for our agency."

- Business Owner and RGI Client

RESULTS



100%

Direct Mail
Lead Flow
Consistency
By RGI



4

Successful
Response
Sales
Tactics



100%

Commission
Consistency
Maintained
During The
Global Crisis