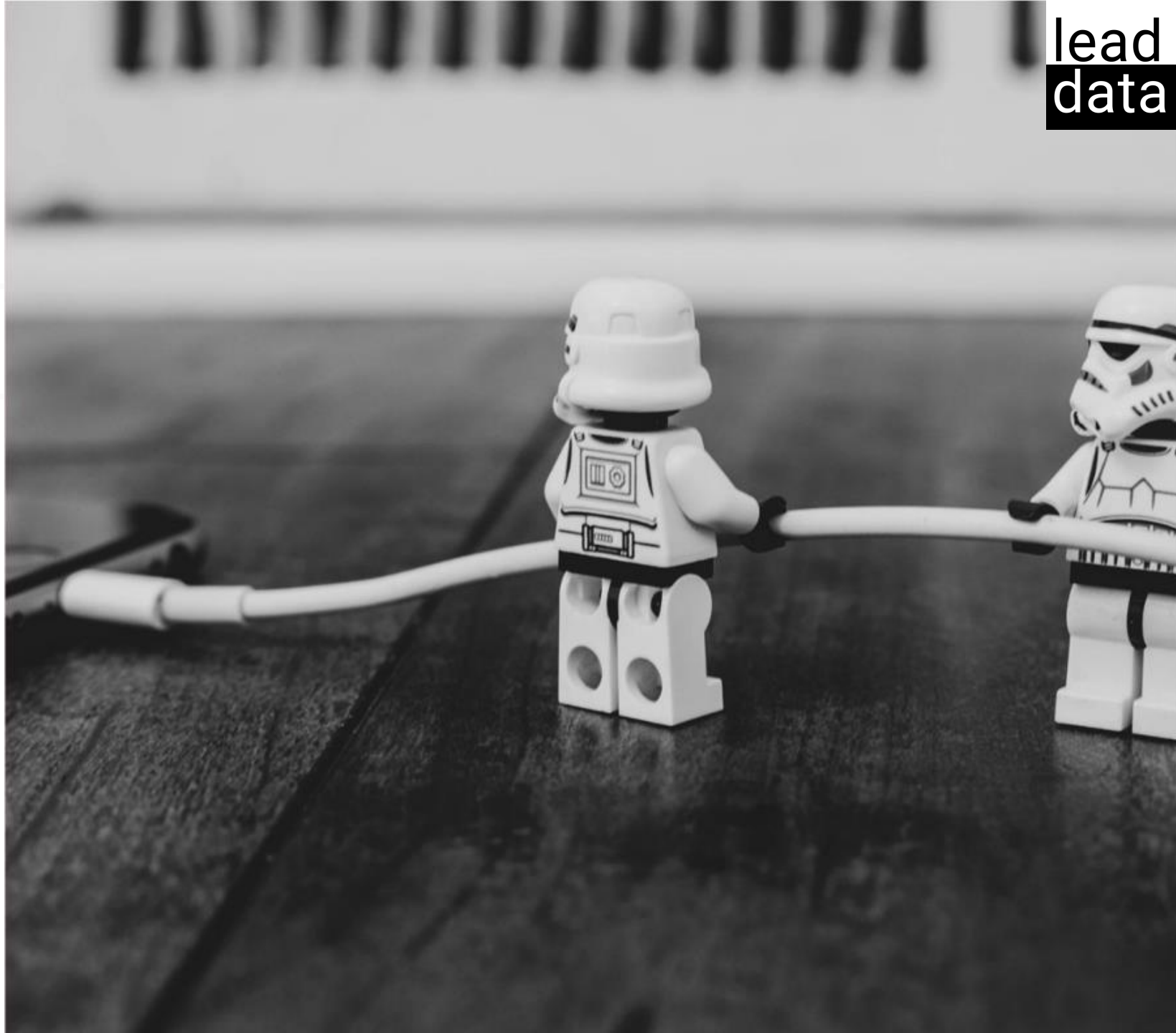


Case Study

Blue Island Productions

lead
data



Blue Island Productions

A professional video camera is the central focus, positioned in a dimly lit room. The camera's LCD monitor is turned on, showing a scene of a group of people in a brightly lit hallway. A large, black, fuzzy microphone is attached to the side of the camera. The background is dark, with a hint of a red light source on the right.

Blue Island are a video production company based in London whose clients are mostly but not exclusively based in the UK.

As well as supplying crew to the BBC, ITV and Channel 4, Blue Island also produce corporate videos for businesses of all sizes.

Previous and current clients come from a range of industries and include blue-chip names such as BA, Marks & Spencer, William Hill and Price Waterhouse Coopers.

Their Situation

“Nearly all our business was either repeat customers or referrals. Whilst this is a great endorsement on what we do, I knew we should be doing more to get new customers.

We had worked with some of our existing clients on their video strategy and I wanted to start offering this as a service to new clients.

We just needed to get in front of them to show why video should be an integral part of their business. It can be used for everything from customer onboarding, product demonstrations, staff training and even as part of their recruitment campaigns.”

Raymond Odally, CEO Blue Island Productions

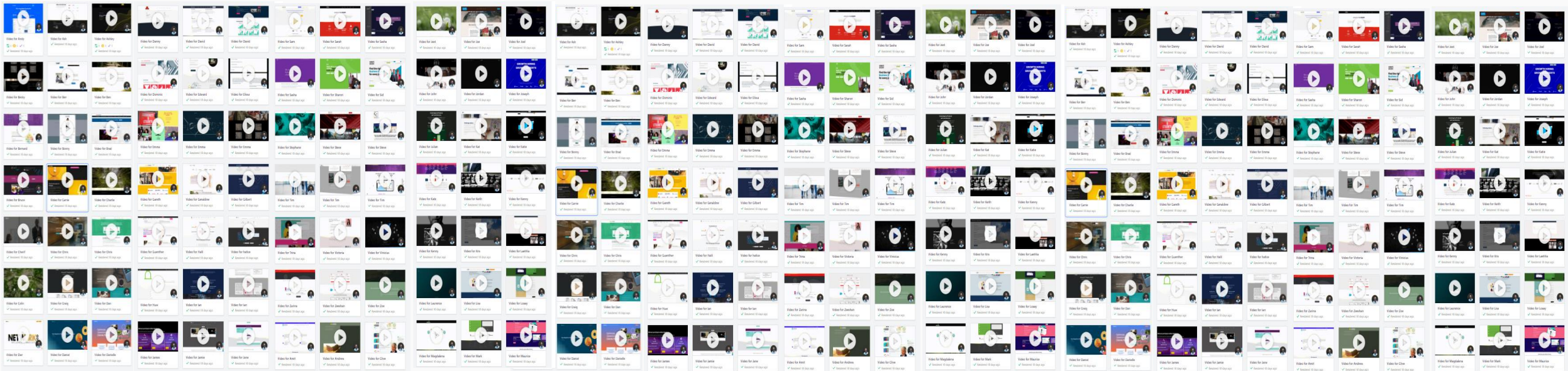


Their challenge

Finding new clients wasn't something Blue Island were good at. They didn't have the manpower or skills needed to make lead acquisition a repeatable process.

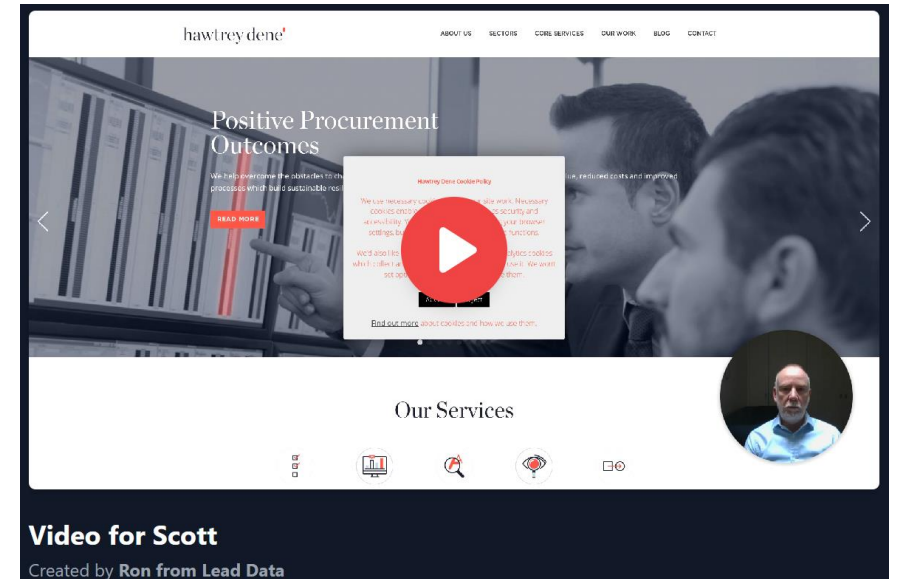
Outsourcing was the obvious solution. They considered various options including Google ads, LinkedIn and even taking on a tele-sales agency.

When they saw Lead Data's video prospecting, they knew it was what they had been looking for.



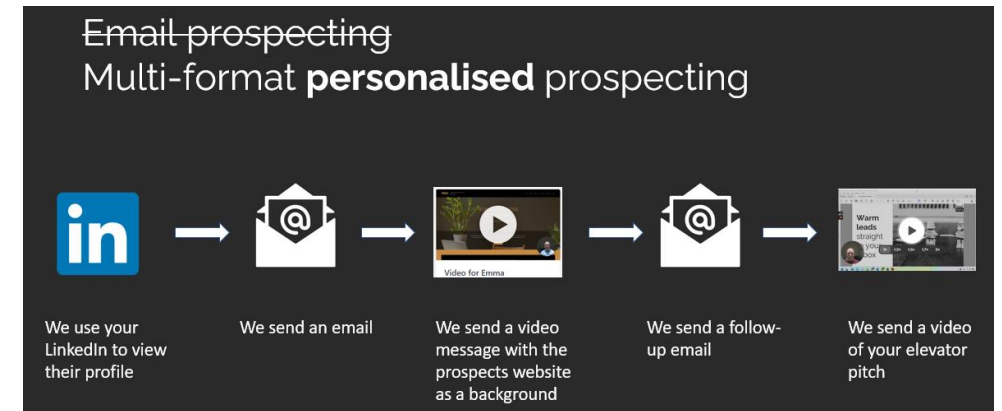
Lead Data's solution

- Find Blue Island's ideal audience
- Jointly compose some short emails that gives a taste of what Blue Island can do
- Blue Island recorded 2 short videos for embedding into the email sequence
- These 2 videos were embedded into a 4-email sequence



Video for Scott

Created by Ron from Lead Data



The results

Open rate	66%
Reply rate	10%
Leads per month	19

“To say we are happy with the results would be an understatement.”

Raymond Odally, CEO Blue Island Productions



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Video prospecting

