

THE BRIEF

GENERATE 100,000 REQUESTS for the Cumbria - The Lake District brochure
CAPITALISE ON PEAK HOLIDAY TIMES for UK Staycationers
MAXIMISE THE BUDGET with both targeted lead generation and postal fulfilment
DRIVE WEB TRAFFIC TO WWW.GOLAKES.COM to increase destination awareness



OUR SOLUTIONS

AUDIENCE IDENTIFICATION

Cumbria as a holiday destination has a host of features to attract tourists of all ages, wealth and status. This scope of targeting is perfect for the Catalink.com database whose demographics cover such a broad range from young families, to adventurous singletons and time-rich over 50s.

PROMOTIONAL TACTICS

- An enhanced page on Catalink.com and TravelBrochures.co.uk, enabling both brochure requests and direct link to the Cumbria website
- The Cumbria brochure featured on the front page of our white label partners' websites including The Telegraph, Teletext, ITV, Daybreak and Lorraine
- Emotive Catalink.com Front Page banner to raise brand awareness



MEANINGFUL FOLLOW UP

The Catalink.com nurturing programme ensures communication with new prospects maximises the opportunity to turn Prospect into Customer:

- Cumbria brochure requests were instantly followed up with an email auto-receipt designed by with Cumbria Tourism branding
- This email featured a direct link to the golakes.co.uk website, channelling additional traffic to the site
- The impact of the campaign was supported by the Catalink.com inhouse fulfilment team who ensured that Cumbria catalogues were posted out just as soon as requests were made.



“The Catalink team have consistently met our client briefs for the likes of Cumbria, Isle of Man and Lyme Regis... This is a superb media platform, and one that I would recommend to any destination brand.”

Emma Scott-Goldstone, Artavia Media Agency Account Director



RESULTS

All brochure requests fulfilled and leads generated
ON TIME AND ON BUDGET

Email auto-receipt read by
57% OF RECIPIENTS

5000 INSTANT CLICK THROUGHS to the Peak District website

3,000+ FEEDBACK RATINGS AVERAGING 4.7 OUT OF 5 for brochure quality and speed of fulfilment