

Facilis Case Study - The HotBox

As much as digital marketing via emails, content and online advertising have been the trendy (and effective) way to reach clients, direct mail can be more effective in making an impression on a prospect. For this purpose, we worked with our preferred suppliers to create a direct mail piece that was sure to get the recipient to respond. We gave 10 HotBoxes to each of the sales reps in our Facilis360 program and analyzed the results.

WHAT: The HotBox

The HotBox included 12 promotional products that equaled around \$200 retail value. We chose items that would stand out, be useful and showcase new ideas in the industry. Products chosen were considered the hottest or most trendy. Each box included branded marketing material that contained descriptions of the products and decoration methods used. The HotBox extended the idea of quarterly subscription boxes with a similar design and packaging.

RESULTS:

Facilisgroup has received success with combined digital and direct mail campaigns in the past. The purpose of sending a box this large, with so many products, was to ensure it could be used in at least 2 ways: **1. Generate sales** **2. Break through with prospects.**

We can say resoundingly that the HotBox is an effective marketing tool for getting clients to pick up the phone, whether to say thank you or to agree to a meeting. As there was a subsidized cost for partners to purchase the box, we recommended

it be sent to either "A" clients or prospects with potentially large accounts.

“ It really has that WOW factor. It shows prospects that I'm willing to do whatever it takes to become their rep. ”

- Tyler, Facilis360 Rep

An added bonus was direct product sales. A 360 rep reported that he received multiple orders on exact products in the box, more than covering the cost of the box.



