

The Wilson Agency seeks out Bright Peak to design their e-marketing communications

Company

[The Wilson Agency](#) is a strategic employee benefit consulting and advising firm. We are the largest employee benefit firm based in Alaska and have been in business for over 45 years. We proudly serve over 300 Alaska businesses. Our approach to consulting is to set us apart from others in the industry that merely provides quotes to businesses. We strive to help businesses succeed through a process of learning about their business and supplementing it with our knowledge of employee benefits, specifically health & life and retirement plans.

Problem

We purchased a mailing list from Dunn & Bradstreet and worked hard to narrow it down to our target audience, taking it from over 30,000 to just over 400. The biggest problem was that we couldn't email them using our opt-in email program, [Swiftpage](#). We had to design a program that would drive people to our website to download something valuable in exchange for their email. Additionally, we wanted to promote our monthly webinars using the professional graphics supplied to us by our alliance, but didn't want to spend a lot of time doing it.

Solution

[Bright Peak](#) saved me, Holly Zachman Parsons, so much time. They knew the questions to ask and offered innovative solutions. This was clearly a case of not knowing what I didn't know so I couldn't ask the questions if I wanted to. Bright Peak thought of it before it developed into a problem. They were very responsive, and respectful of my time and requests. I LOVED working with them!!

Results

I have saved time designing the monthly emails I send out to clients/prospects. Our responses continue to increase, though it's too soon to tell what kind of an upward trend we are tracking. I believe you need to stick with an approach more than just once to see what kind of results you can get. I am eager to see what results our future campaigns will produce.

I found Audrey a joy to work with. She was very accessible, responsive, creative and helped me to understand exactly what Bright Peak could do for me. She was great and I look forward to doing more projects with her! I wish all my vendors could be like her!

To learn more about The Wilson Agency, visit <http://thewilsonagency.com/>

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