



# DELIVERING A BRIGHTER PIPELINE

## ILLUMINATE VR



**“The combination of creative content, targeted profiling, effective tracking and gentle accountability have brought us significant numbers of rich leads.”**

Lisa Whittleton, Illuminate VR

**Context:** Illuminate supports organisations to better manage mental health and disability in the workplace leading to decreased absenteeism, higher productivity and lower staff turnover. Prior to the global pandemic Illuminate had filled its pipeline largely from face-to-face events and referrals. When lockdown arrived it was clear that staff mental health could take a serious battering and a way of continuing to communicate the essential services offered by Illuminate would be to everyone's benefit.

**The requirement:** Illuminate had a healthy database of current, past and potential customers but needed a more effective way of communicating. Generating engaging content on a regular basis was a challenge for the in-house team so Lisa turned to Glued for support.

Due to the lockdown, traditional sales techniques through networking and face-to-face events were not possible so Illuminate needed a GDPR compliant list of profiled businesses to grow a sales pipeline. And to establish a core of interested prospects Glued promoted free workshops set-up by Illuminate.

**The outputs:** Glued's profiling service provided several increasingly targeted databases to communicate with. This, together with Illuminate's current database were sent a series of thought provoking and informative emails around the topic of mental health and invitations to Illuminate's added value workshops.

**The results:** Aside from recipients who clicked to call, email marketing contributed to recruiting 28 workshop registrations and 23 attendees.





There are tried  
and tested way of  
addressing anxiety  
amongst the  
workforce

Online  
workshops  
available  
NOW

A small amount of anxiety is normal, it serves a healthy purpose for us to respond to threats. During lockdown fear and lack of control would increase anxiety beyond healthy levels for many of us, especially those with an underlying condition. It can strip us of our coping strategies, for example exercise, face-to-face support and diverting distractions.

Putting each of us under additional pressure. Our mental health is increasingly recognised as an area for attention. Especially as good mental health has a beneficial impact on productivity, engagement and happiness.



## ABOUT GLUED

Established in 2003, Glued is committed to clear and honest marketing and communications. We help organisations connect people – externally through brand creation and marketing campaigns, and internally through immersive team-building experiences.

Our clients want to be proud of their organisation and brand, confident in their marketing, and delighted with the results. Many feel their business could deliver more or perform better, and our process is designed to unlock that potential.

If your potential customers or team are struggling to see what's at your core, the solution lies in articulating your valuable difference in a compelling, engaging, and relevant way.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded internally as a foundation for staff to build on, and externally as a basis for communication through effective branding and marketing.



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**gluedlimited**

To strengthen your grip on what constitutes your core values, the answer lies in both your internal and external communications. That's why we now offer 'Teams Glued', a virtual reality team-building programme that helps people work better together—boosting productivity, collaboration, and staff retention.

## SERVICES WE OFFER

Brand creation and development  
Business support and training  
Customer research  
Display  
Email marketing  
Literature design  
PPC campaigns  
Social media campaigns  
Team building  
Video and photography  
Website design and build

**Glued is a brand and marketing agency based in the Worcester, helping your brand and marketing stick – inside and out. We connect people externally through compelling branding and campaigns, and internally through our VR team-building programme, Teams Glued.**



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