

Product Launches: Royall Wealth Club Launch Event



Derrick Royall is the driving force behind The Royall Wealth Partnership and is an established financial advisor with many years' experience in financial services. Derrick's approach is to bring money to life is based on his belief that complete wellness comes from the marriage of health, wealth and happiness which is at the heart of Derrick's new venture, [the Royall Wealth Club](#).

This is a brand new and exclusive framework for successful people from all walks of life to meet, share and develop their personal goals. Through holding quarterly meetings, staging a variety of speakers and thought leaders, The Club will provide his members with further understanding and skills to help them set and achieve their goals around Health, Wealth and Happiness.

Derrick spent a long time meeting with thought leaders in the industry to seek advice and inspiration for his new venture. This helped him consider the concept and develop things further. However, it was clear that to get his new product off the ground he needed to create an interest in the market and provide an opportunity for interested parties to come together and hear more.

Bringing sales into marketing

It was at this stage that Derrick approached Your Business Development Team to draw and implement a plan to get the Royall Wealth Club visibility and interest in the market place. Our goal was to get 50 interested parties to register to attend a launch event which was set for October. We started working on the project covering the following steps:

- Identifying the concept and main selling points of the Club
- Identifying the key target markets and assessing where they would be found in the market place
- Creating the various content for the website and brochure alongside Derrick and his team
- Planning and implementing marketing campaigns covering Social Media, e-mail marketing and telemarketing to maximize publicity and registration to the event
- Involving guest speakers and partners in sharing posts and inviting their own networks to maximize on the event's visibility

The project was very much a joint venture involving Derrick and his team as is typical to our work. Together we made the launch event a successful night attended by 44 out of the 60 people who registered originally. This enabled Derrick to continue with his plans to create a strong community of members and he is now busy organising his [next Club event in January](#).