

Mainline Tool and Plant Hire

Email Marketing

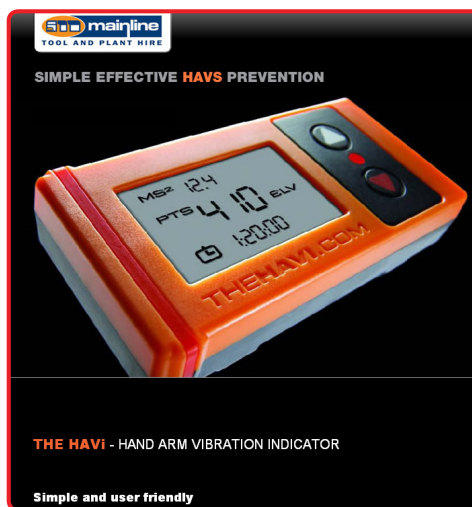
Issues & Objectives

Having designed and developed their website (www.mainline-hire.co.uk), we were asked to help Mainline improve levels of communication with existing clients, and strengthen overall customer relationship management. Mainline had a database of existing customers; it made sense to utilise this information, and make these customers feel looked after.

As with many businesses in this sector, there are often special offers, promotions and deals that can be circulated to customers, past, current and future. One of the main challenges, though, is how to spread the news? Postage has become increasingly expensive, and add the cost of printing a leaflet, and the price rises yet again. Mainline wanted a quick, easy and trackable way of promoting stock.

Solution

Email marketing is often overlooked by small and medium sized businesses, yet it is such a cost-effective, compelling and direct way of getting a message across. There are issues surrounding spam, but the solution provided by Argent Ram Media uses software that tracks delivery and monitors all content to get messages through spam filters. It is important to remember that, on the whole, email marketing messages should be sent to customers expecting to receive them from you.



The power of a successful email campaign also provides you with results – trackable, real-time statistics that will allow you to gauge the effectiveness of each campaign and then determine conversion rates and ROI.

Mainline required targeted email campaigns, information on the effectiveness of the campaign and a way of cleaning their database of email addresses. Argent Ram Media were able to provide this solution.

Results

The email was designed to meet the specific needs of Mainline, in terms of the product branding, target market and the objectives of the campaign. As soon as the email was sent, the client could see the total number of emails that went out, how many were received and how many were opened. Links to their website from the email were also trackable, so the client could see the number of people who physically clicked on the link; more importantly, the client could identify these people by their email addresses.

Delivery Statistics				Clickthru Report			
	Total	Pct.	Avp. Pct.		Total Clicks	Total Clicks	Pct.
Sent	2,274	-	-	HTML	2	119	100%
Total Opened	880	-	-	Text	0	0	0%
Unique Opened	490	22.7 %	0.0%	Total	2	119	100%
Unique Clicked	14	0.4 %	0.0%				
Unsubscribed	14	0.4 %	0.0%	Open Histogram			
Bounced	17	0.8 %	0.0%	Demographic Breakdown			
Hard Bounced	17	0.8 %	0.0%	Key Performance Indicators, by Demographic			
Soft Bounced	0	0.0 %	0.0%	Segment Report			
Delivered	2,157	99.2%	-				

Effectiveness		Referred Newsletters	
	Total		Total
SPAM Complaints	0	Unique Referrals	0.0000%
Mailing Effectiveness Index™	100.0%	Total Referrals	0
List Quality Index™	100.0%		

Using the data provided by the email software, Mainline could take instant steps to check any bad email addresses, contact customers who demonstrated they had an interest in the product and keep their company at the forefront of customers' minds.