

EMAIL MARKETING

Case Study

Span Seating Systems Pvt. Ltd.

It's an open commendation email about Akshar.

I have known Akshar since 2007 and he has been doing Email Marketing and other online stuffs for my company.

He is good at his job.

Normally my involvement in email marketing is less but still he manages to get things done on time. Every time. I never needed to follow up with him about any of the work I gave to him.

Few years back he re-designed my website - which is also quite impressive and user-friendly. I would say it is a 360 degree makeover.

Listen to him. He has something important to say when it comes to Email Marketing & Website Re-design (especially for Small Businesses like ours)

Cheers!

JP Singh

Director

Span Seating Systems Pvt. Ltd.

The Email Marketing Story

The background –

- Established in 1995, Span Seating started with a very humble beginning offering basic range of office furniture.

Today after a decade and half of continuous growth and product innovation Span Seating is considered as one of the leaders in designer seating solutions provider.

- Span Seating relies on email to communicate with its customers for notification of new chairs available at local retailers, drive traffic to the Span Seating's website, and to communicate with their dealers.
- Before we joined Span Seating their email database + its management was in primitive stage. A hell lot of confusion was happening inside the company regarding this.
- They needed an email marketing partner who could ensure successful delivery and provide valuable insight into new strategies. Further, they were looking for someone who could help them meet the overall email deliverability challenges they faced regularly.

We began with two things –

1. DATABASE CLEANING & ORGANIZING –

In 2008 when we were appointed as email marketing consultants for Span Seating sorted out their email addresses database and created a system for better database management as our first priority

Today their “permission-based” email addresses database has crossed a mark of 3000 subscribers (which is a good growth)

2. ONLINE SURVEY –

Their initial email campaigns did not generate the expected results – so we conducted online surveys (an integrated feature of email marketing) to elicit what the target audience would like to receive from Span Seating.

At first the survey didn't elicit a satisfactory response. So we offered a bait for participating in the survey, and this proved to be quite fruitful. With this small strategic action – we could get some idea what was needed >> so we designed Span Seating email campaigns according to the feedback we had obtained through the survey...

The Portfolio

SALE announcement email campaigns –

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1

It's not a eyesight test.
We're about to go on sale. So watch
this space for the best deals. You never know if
you might find your favourite design at
a throwaway price.

Plot No. 2, Sector - 33, Indl. Area, Gurgaon, Haryana, INDIA
T: +91 124 4618800
F: +91 124 4618899 E: contact@spanseating.com

S. Dealer Network:
Delhi (NCR) : +91 124 4618800
Chandigarh : Mr. Urvinder Singh +91 98151 09916 Mr. Amandeep Singh +91 98152 93800
Jaipur : Mr. Abhay +91 98118 48155 Nagpur : Ms. Priya +91 98903 40262

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2

MASSIVE
SALE
up to
70%*

*Offer valid till stocks last. Discounts vary from model to model.

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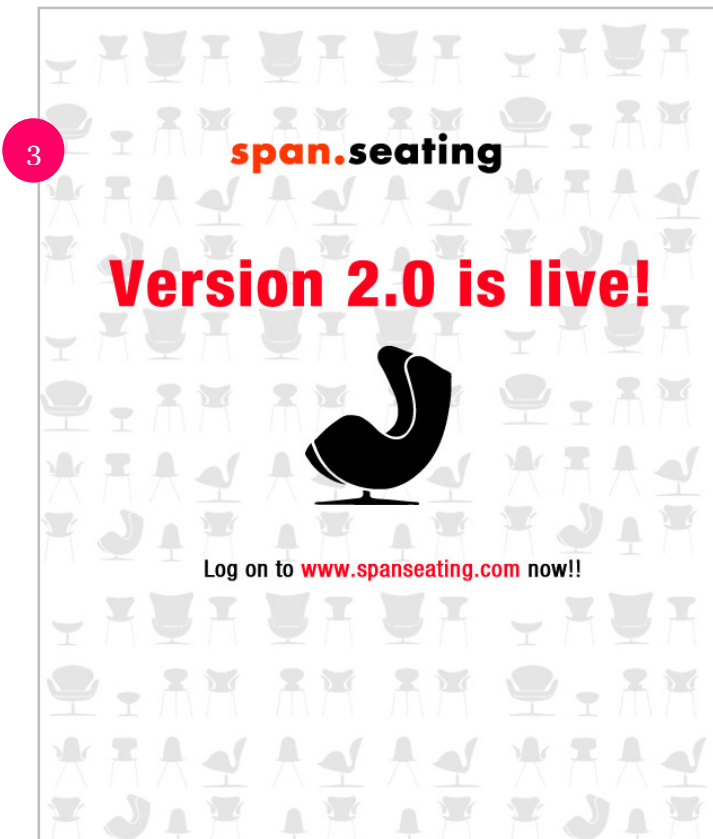
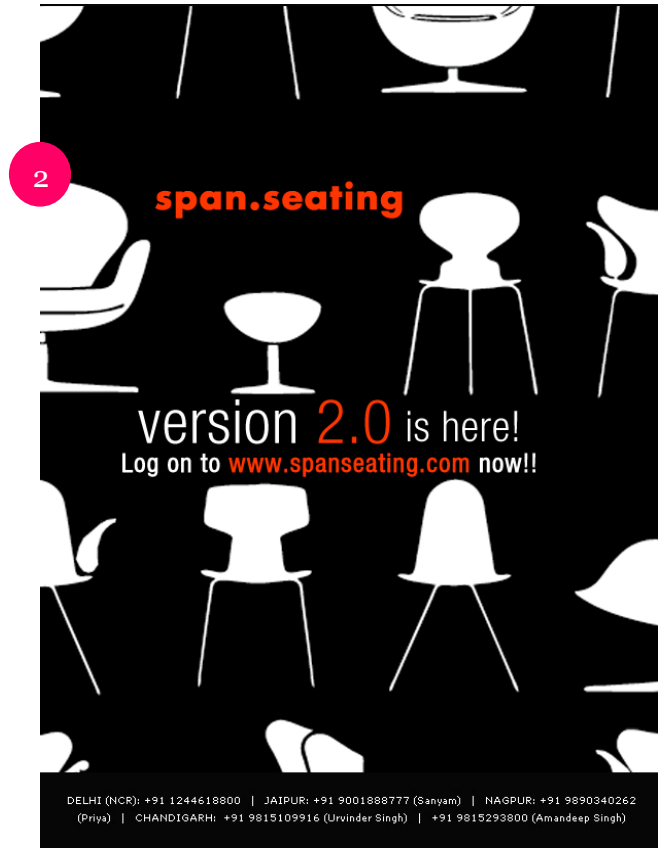
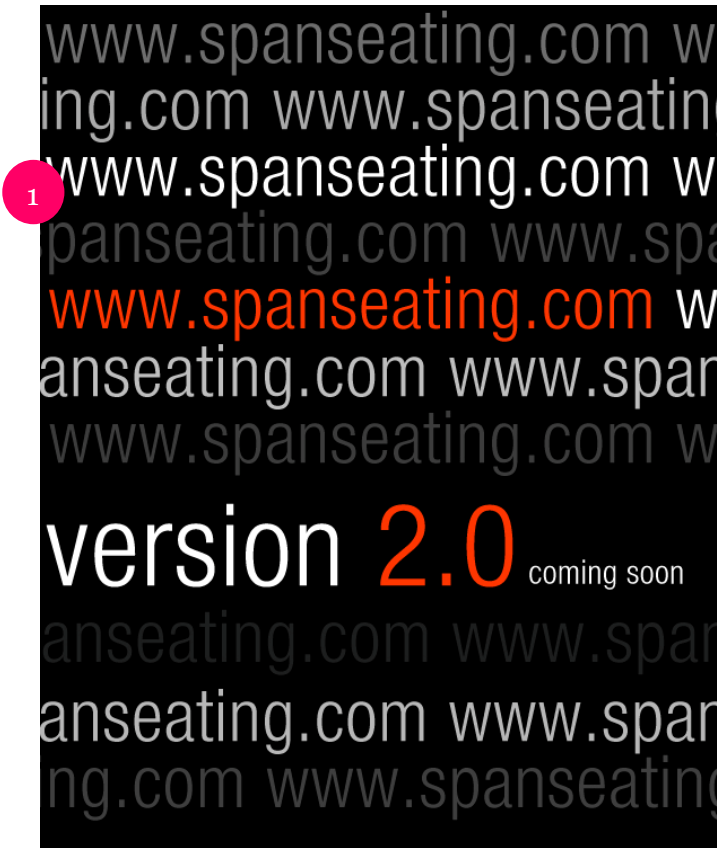
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Span Seating's email marketing is not a noisy affair (unlike other brands that just shoot off random messages to the haphazardly aggregated subscribers).

Over the years we at Centronics Support Ltd have cultivated the characteristics of elegance & quietness in our email communication.

We avoid the hype and cut to the chase in order to deliver a clear message to our clients' recipients.

But when we speak (communicate) – it has substance (weather it is about SALE offer or any other relevant message our client would like to broadcast)



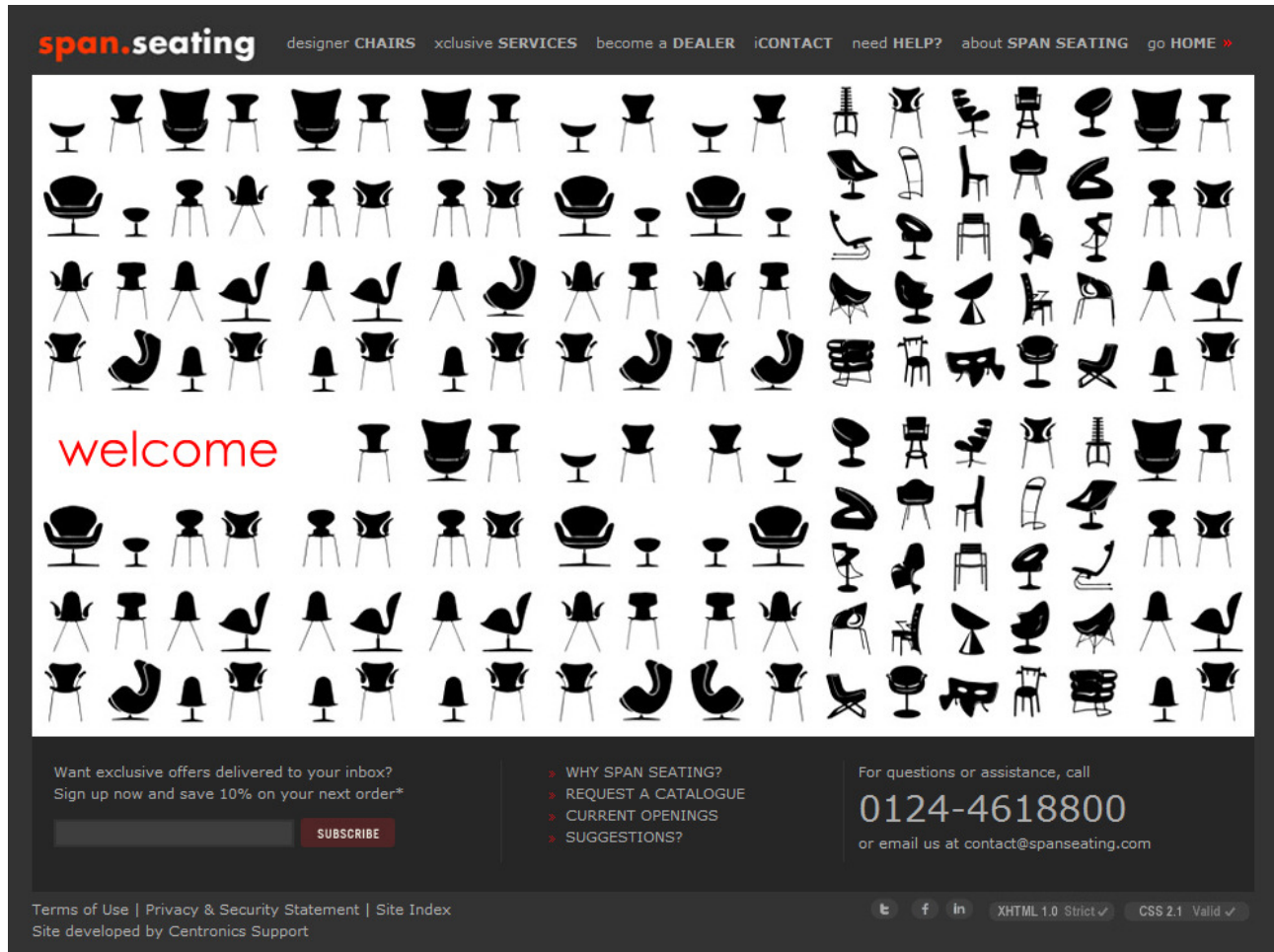
- (1) TEASER EMAIL CMAPAIGN
- (2) WEBISTE LAUNCH ANNCOUMENT
- (3) FOLLOW-UP (reminder) EMAIL

The year before the last year we had re-designed Span Seating's website to streamline its overall online presence.

To create buzz around the launch and drive more traffic to the new website we used 3 sequential email campaigns.

These campaigns pulled traffic quite above the normal statistics. The website was seen in more than 56 cities...

...and here is the new website



There are some websites that manage to find the right balance and create a **usable**, **elegant** and **clean** presence with **simple layouts**.

SPANSEATING.com is one of them.

If you want to learn more about Span Seating's new website (what makes it click, etc.) – please read the case study which is available here: www.centronicssupport.in/case-study/spanseating.html



span.seating

The Referral Month
(9th - 30th April 2009)

Refer a friend
and on every **two chairs**
we sell through your referral,
you walk away with
one chair absolutely free!

* Conditions Apply

Contact:
N-79, Mayfield Gardens
Sector 51, Gurgaon
Haryana, INDIA
T: +91 124 4618800
F: +91 124 4618899
E: contact@spanseating.com



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The Referral Month
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HURRY!!
Only a few days left.

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A good referral marketing strategy is absolutely essential in growing small business.

People feel more comfortable when a product or service is recommended by someone they know and trust.

From time to time, we have used referral schemes to encourage referrals and buying + brand awareness among new audience...

Introductory communication –

Introducing the all new *evolved* logo of Span Seating



span.seating

The above logo will now appear in all our future communication.

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Sector 51, Gurgaon Haryana, INDIA

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F: +91 124 4618899
E: contact@spanseating.com



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The Philosophy of **S.**

Simple. Sophisticated. Stylish


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Haryana, INDIA

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F: +91 124 4618899
E: contact@spanseating.com

The **S.** logo will now appear in all our future communication.

A few things that come to your mind
when you think of Span Seating



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Reliable Delivery –



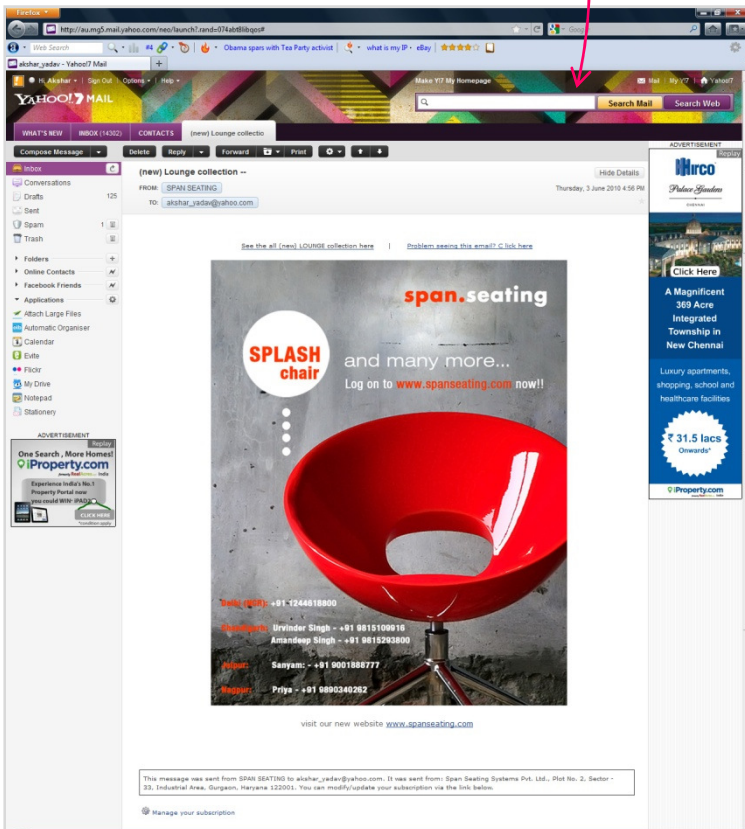
Just like any other email marketing campaign we pay full attention to the deliverability and effectiveness of our campaigns. The same holds true in the case of Span Seating

Before each email was sent we did lots of testing to ensure a better response rate:

- Every email campaign underwent the Anti-Spam Checker analysis that helped us identify the problem areas that could trigger off negative reactions from ISPs and major email services. Multiple aspects of your email can get it blocked.

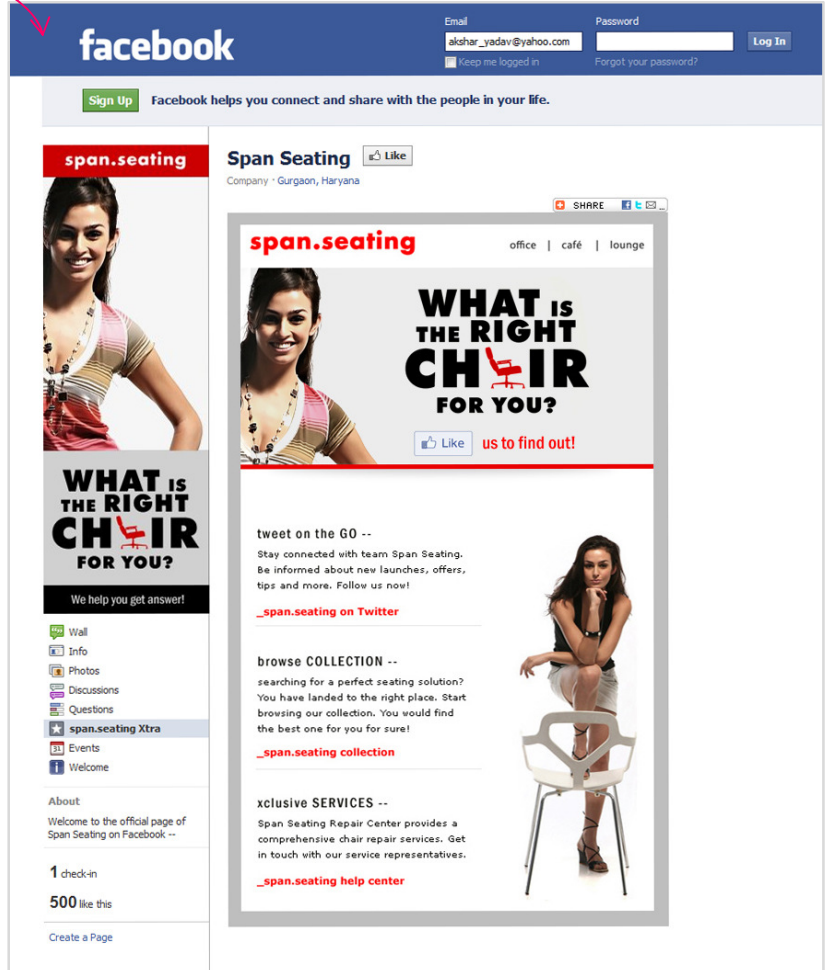
Upon finding below-acceptable results we carried out the necessary changes in email design / subject line / HTML vs. Text ratio

- All email creatives were hand-coded in HTML (to ensure compliance as well as absence of "junk code") and was format-tested on major email platforms so that Span Seating emails would not just successfully arrive in every inbox but would also be available on all major platforms
- A strict adherence to anti-spam legislation and privacy laws was followed.
- Subject lines were verified + tested to ensure high open-rates.



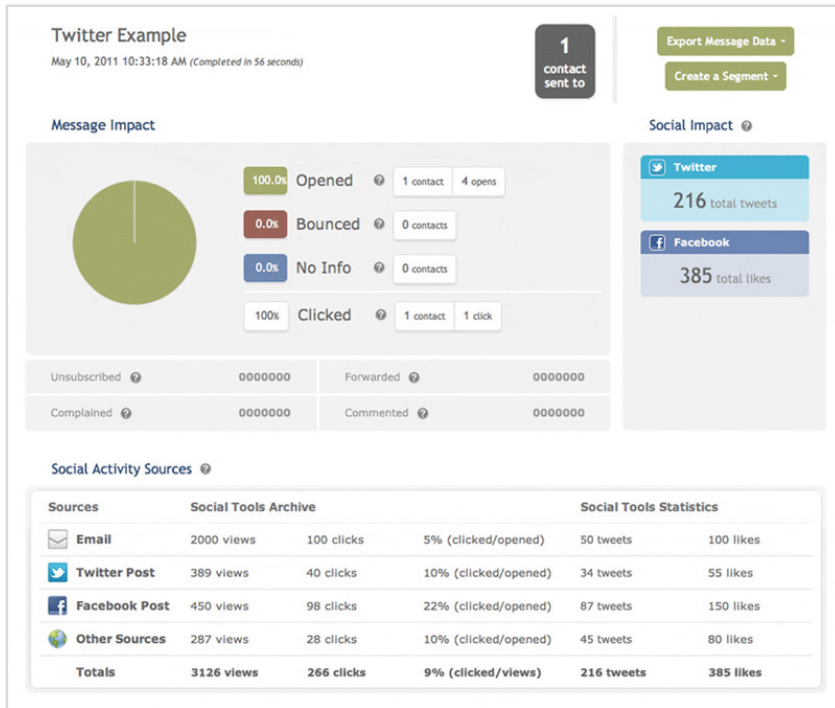
Email campaigns beyond the Inbox –

Sharing email communications with Span Seating's subscribers, friends, followers, and fans – was a powerful word-of-mouth marketing initiative.

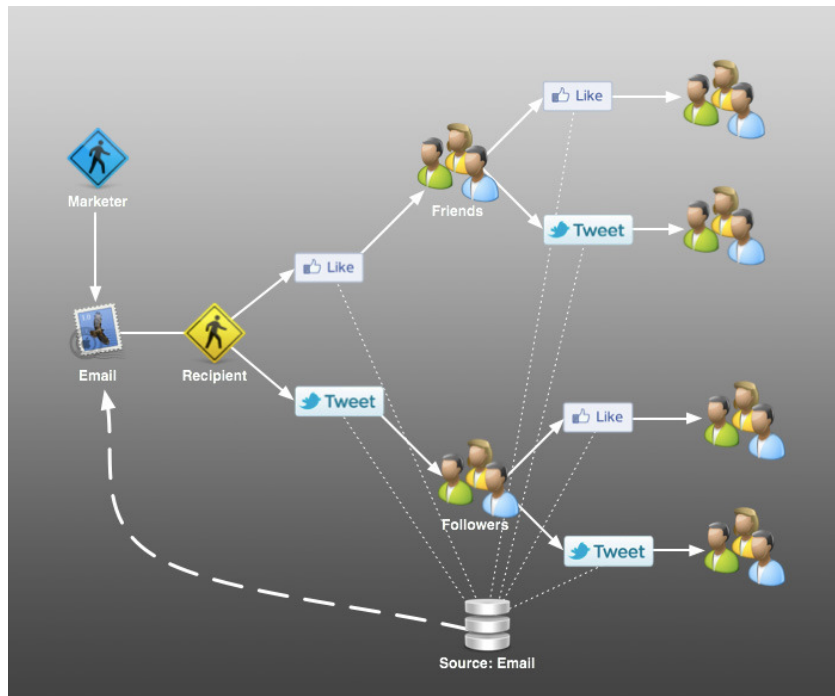


We used email marketing to drive traffic to the Span Seating Facebook Fan page + website. In a short span of time we have achieved a fan base of 650.

From the other end of the spectrum, we have also used Span Seating's social media presence on Facebook and Twitter to further increase email list subscribers



With the newest technology to track the number of likes and tweets generated by Facebook, Twitter, email, and other sources – we are helping Span Seating to take its brand recall rate to the next level.



...and this is how social tracking by source works:

Social networking has become the phenomenon of this new decade.

If you are not combining your various social media marketing platforms with your email marketing initiatives – you are missing the real action... and consequently, significantly reducing your profits.

The Results

The results–

- The new product gallery started attracting more eyeballs. Gallery page views increased 3x
- The open rate (*percentage of contacts who opened the message*) was above normal- the first few communications received a high open-rate of 22-24% (normal open-rate falls between 16-18%)
- The SPAM complaints were zero & opt-outs were least (less than .1%)
- Bounce-backs, rejections were lower than the industry standards
- The website launch campaign increased traffic to Span Seating's new website (approximately by 20%)
- Enquiry for dealership started pouring in at an amazing rate (which never happened with the previous website)
- According to Span Seating's CEO - constant communication with the target audience has improved overall relationship with customers and a climate of trust has been reinforced once again

With SPAN SEATING's new website, combined with strategic email marketing services >> the internal sales force is able to break the ice quickly, –build a lasting rapport with existing and prospective customers with greater ease, and seamlessly make sales presentations...

On the lighter side :-)



Free resources to help YOU succeed

FREE EBOOKS –



1. **Emailicious** (my free ebook on Email Marketing – a real world story of how an entrepreneur turned around his small business completely by implementing a kick-ass email marketing strategy formulated by yours truly) -- <http://www.centronicssupport.in/emailicious.php>
2. **Website Talkies** (a free ebook on how an enterprising business owner turns around his business by being proactive and redesigning his website) -- <http://www.centronicssupport.in/website-talkies.php>
3. **Take That Plunge!** (a short and inspirational read on my own half-baked entrepreneurial journey) -- <http://www.centronicssupport.in/take-that-plunge.php>

FREE E-COURSES –



1. **How to Build a Website that Works** (Learn all the finer points about building website that really works) -- <http://www.centronicssupport.in/ecourse-how-to-build-website-that-works.php>
2. **Beginners Guide to Email Marketing** (an introductory course on permission based email marketing) -- <http://www.centronicssupport.in/ecourse-beginners-guide-to-email-marketing.php>
3. **Hot Response Email List Building Secrets** (an unique course revealing secrets known to professional email marketer on how to build email database fast) -- <http://www.centronicssupport.in/ecourse-hot-response-email-list-building-secrets.php>



See all here <http://www.centronicssupport.in/free-resources.php>

