

EMAIL MARKETING

# Case Study

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OUTWUD – Specialty Exterior Wood

Once again good job Akshar!

Even after 4 years of our association every time you keep surprising me with your work.

What do I say - I am impressed again :)

Your flawless execution in launching OUTWUD's new website is commendable.

I also liked your strategy of sending website launch email campaign and other series (of emails) which you have designed & implemented for creating brand awareness.

God bless you.

Do well.

Satinder Chawla

*Director*

OUTWUD - Specialty Exterior Wood

# The Email Marketing Story

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## The background –

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- OUTWUD is a “new kid on the block”.

It’s an external wood company.

A brand promoted by a seasoned group of professionals from the building & construction industry.

OUTWUD is the first brand to focus exclusively on sustainable thermally treated exterior grade wood giving consumers the joy of using a beautiful natural material, responsibly.

- Being an all-new brand the awareness about the product and its benefits was practically non-existent. And the company had limited budget for marketing activities. They didn’t want to spend huge amounts of money on advertisement to create awareness about the brand.
- Due to prior experience with email marketing (as an effective medium for communicating and developing relationship)– the company opted for this tried and tested form of marketing ...as a brand & relationship building exercise
- Because of high credibility and a long association with parent company from which brand Ouwud has originated – Centronics Support was hired for managing the entire email marketing strategy for OUTWUD.

- The key idea was to:
  1. inform the target audience about OUTWUD – its distinguishing factors
  2. position OUTWUD as a niche product (as a separate “specialized” brand different from other established anchor brands in the exterior wood space)
  3. establish a sense of trust with potential customers

... and all these needed to be achieved with an effective but comparatively less expensive marketing medium, and in this case it was permission-based email marketing..

## We began with two things –

First we made **few strategic improvements in the website**, especially for email database building (we put a strong email capture mechanism in place with list segmentation fields)

For better List segmentation we added another field in sign-up landing page...

This helped us in sending target & relevant emails to different audience.

Potential customers, not the spammers!

To fight with spammer a rock solid fool-proof CAPTCHA system installed

Peopleshare their personal information (email address – phone number etc.) when they can trust you... to bridge the gap we created a clear & crisp privacy policy and made it visible on every page...

ABOUT OUTWUD / PRODUCTS ▾ / WHY OUTWUD ▾ / DEALERS ▾ / FREE NEWSLETTER / ADDRESS & DIRECTIONS / PRIVACY POLICY / HOME

### / FREE NEWSLETTER /

Stay in touch with us to get latest updates and deals of OUTWUD. Please provide following information to start receiving free e-Newsletter.

First Name\*  Last Name\*

Email Address\*  Gender\*

City\*  I am\*

**ftmerez Zoltán**

Type the two words:   stop spam. read books.

\*Required

Be assured that your privacy is important to us; we will not sell or otherwise disclose your name or email address to anyone. We recommend you to read our [Privacy Policy](#) for further information.



**OUTWUD**<sup>TM</sup>  
speciality exterior wood

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Site developed by Centronics Support

And...

Then we started the campaigning with a series of educational emails explaining what is OUTWUD, why it's different from other exterior wood and various other key features. Alongside we also put our energies into driving more targeted traffic to the website (outwud.com)



www.outwud.com

not sure

# What is OUTWUD?

[DOWNLOAD](#) OUTWUD corporate summary'11 (Powerpoint show)

**Company Profile**

OUTWUD by Span Floors is a thermally modified wood which uses high heat in a controlled atmosphere to improve dimensional stability and decay resistance of... environmentally responsible...

**IN THE SHOW --**

- About Brand OUTWUD
- Photo Gallery
- Features
- Finishing & maintenance
- Technical specifications
- Contact details

Further – to start a conversation with the target audience – we offered a bait by creating email campaigns offering FREE OUTWUD CDs delivered to their office/ home..



[www.outwud.com](http://www.outwud.com)

Updated OUTWUD presentation is now **READY!**

Get your copy delivered to your office, it's **FREE!**



Email your contact info to -- [support@outwud.com](mailto:support@outwud.com) -- to help us deliver your CD

We may also like to download OUTWUD corporate summary'11! **Click here**

Not following up with your prospects and customers is same as filling up your bathtub without first putting the stopper on the drain!

So we sent **reminder emails** and re-informed / re-educated the recipients about OUTWUD's offerings

## snapshots.

Bringing to you a compilation of latest happenings, updates and buzz.

Recall what's NEWs!



**OUTWUD**  
speciality exterior wood



### OUTWUD Presentation '11

Get your copy delivered to your office. It's FREE!

[details](#)



### Corporate Summary

Download updated OUTWUD Corporate summary in powerpoint show format.

[details](#)



### NEW Signatures!

Unveiling photographs of our new sites this year.

[view photos](#)

w w w . o u t w u d . c o m

And to keep target audience up-to-date and help them get firsthand experience about OUTWUD products – we sent **event invitation emails** (along with emails on new project done)

**important**

 **OUTWUD**  
speciality exterior wood

**quick links**  
about OUTWUD / about DELHIWOOD2011  
download brochure of the event

  
certified  
Thermally treated  
**Decks and Facade Cladding**

cordially invite you to our stall at  
2<sup>nd</sup> edition of



organised from  
**17<sup>th</sup> to 20<sup>th</sup> February 2011**  
in Halls 14 & 18 at  
Pragati Maidan, New Delhi.

**You would find us at:**  
AHEC (American Hardwood Export Council)  
section 150' Northland Forest Stall

## PRESENTING OUR **NEW** SIGNATURES

Continuing our reputation for bringing **stable, sustainable, durable** and **beautiful** cladding & decking, **OUTWUD** is pleased to unveil photographs of recent sites... [click here](#) to see more photographs

**NEW SITE**



**NEW SITE**

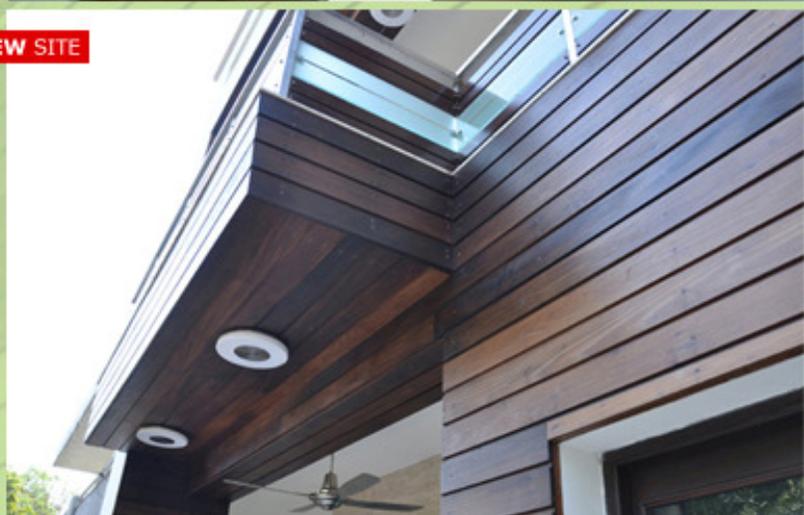


**OUTWUD**<sup>TM</sup>  
speciality exterior wood

To view more photos, [click here](#)

To know more about OUTWUD  
please visit [www.outwud.com](http://www.outwud.com)

**NEW SITE**



## The website launch email campaign –

# Excited to inform you first!

Hard work paid off. Now we are available *online* also.  
Creative website of OUTWUD is **LIVE**.



come, indulge and get connected

GO LIVE



Span Floors Pvt. Ltd., 25/35, Punjabi Bagh West, New Delhi - 110026

T : +91-11-25220033, 25223032, F : +91-11-25221990

E : support@outwud.com

And this is OUTWUD's new website – done by us :-)

ABOUT OUTWUD / PRODUCTS ▾ / WHY OUTWUD ▾ / DEALERS ▾ / FREE NEWSLETTER / ADDRESS & DIRECTIONS / PRIVACY POLICY / HOME



A lifestyle is what you pay for; a life is what pays you. Feel the real freedom, nurture the purity of nature and discover the new dimensions of high life, each day and every day. Welcome to whole new world of rediscovered luxury. Welcome to OUTWUD.



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

**OUTWUD.com is one of them.**

If you want to learn more about OUTWUD's new website (what makes it a workable website) – please read our case study which is available here: [www.centronicssupport.in/case-study/outwud.html](http://www.centronicssupport.in/case-study/outwud.html)

## The results –

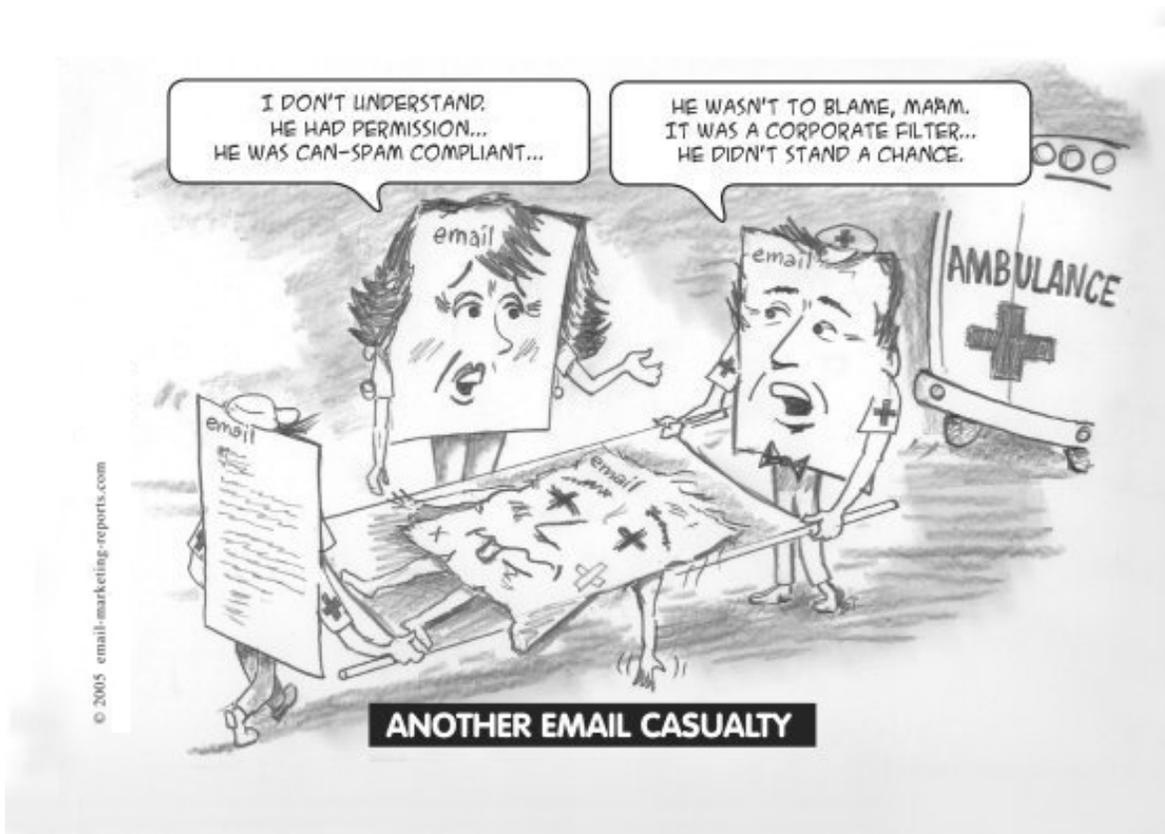
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- As per the latest statistics - the brand was received quite positively by the target audience
- The open rate (*percentage of contacts who opened the message*) was above normal- the first few communication received a high open-rate of 22-24% (normal open-rate falls between 16-18%)
- Due to our strict adherence to antispam regulations and protocols the SPAM complaints were zero & opt-outs were least (less than .1%)
- Bounce-backs, rejections were lower than the industry standards
- Every campaign resulted in an increased traffic to outwud.com (approximately 50% UP)
- Our strategy of offering a FREE CD as bait worked pretty well –a dialogue with the audience started and scores of emails requesting free cds were received
- With strategic linking / call-to-action elements in each email campaign a large chunk of subscribers downloaded corporate summary & other technical specifications (PDFs) from outwud.com
- Once we were through with their initial email marketing campaign, Outwud had a more vibrant community of customers who not only talked about their products but also recommended them to their peers, colleagues and relatives – that is, our email marketing campaigns

## facilitated word of mouth publicity for the company

With OUTWUD's new website, combined with strategic email marketing services the marketing approach of the entire workforce at Outwud has gone through a paradigm shift. Every employee now proactively seeks to establish a long term relationship with new as well as existing customers of the company and due to sufficient amount of background information about prospective customers, they are able to make their presentations with greater conviction.

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>

