

## Getting results

Obviously, results for each campaign will differ. However the results below are from typical campaigns, focusing here on campaigns that we've given you samples for.

### Getting results for a national newspaper and major high street bank:

This competition based email and telephone follow up campaign was run in the summer of 2011, to attract UK small and medium sized businesses with over 20 staff, 3 years old and with a turnover above £2m, to a competition, funding application and business banking finance deal.

<b>Objective:</b>	Bank finance applications
<b>Email list:</b>	National business group member lists
<b>Open rate:</b>	25,000 (17%) opens
<b>Click through:</b>	572
<b>Enquiries:</b>	14 applications in one day

The objective of this campaign were to help the bank customer service team to engage and sign up businesses that were interested in funding by having telephone conversation to qualify them, find the suitable and interested companies and then sign them up.

Nett Sales did the first 3-days of calls to benchmark what could be achieved. On each day we achieved 10 enquiries and funding applications or more that were passed to the bank. The campaign cost was £1,950 and each closed application delivered £8,000 to the bank. On a 1 in 10 close rate we conclude that a yield of £33,000 was achievable from the £1,950 campaign. More campaigns are planned.

Over the course of the campaign over 25,000 people opened the emails and over 572 read them and clicked through to specially written web pages because they liked what they saw. Each of these interested contacts is now is being followed up by the bank.

### Getting results for an office chair manufacturer:

Carl Wheatley has worked for this client since 2003. Nett Sales began running email selling campaigns in 2009. The aim of the campaigns is to engage office equipment retailers, dealer and buyers with information, advice, knowledge and updates to help them sell more office chairs. The MD recently said *"At the outset I was sceptical. I now see the value of these Nett Sales campaigns in helping build trust and sell more chairs."*

Each month two or more messages are sent to this buying audience, with new contacts added regularly and existing contacts updated.

<b>Objective:</b>	Help dealers to sell more chairs
<b>Email list:</b>	900
<b>Open rate:</b>	243 (27%) opens average
<b>Click through:</b>	27 (3.5%) average click rate
<b>Enquiries:</b>	8 on the list campaign alone

This ongoing monthly campaign aims to generate email and telephone enquiries and pass knowledge to the Sales Director and 4 regional Sales Managers about which buyers, dealer and retailers are engaging with the content and web landing pages. When this is overlaid with customer order values, the top 40 customers are all strongly engaged campaign readers. These contacts are the main focus of customer service efforts in the business. Amongst the rest of the contacts, those that are less engaged are then visited, called and supported with knowledge, offers, sales demos, customer support and sample products.

On one campaign for a highly specified, budget office chair range the Sales Director observed that the workshop phone had rung all day with dealer and customer enquiries. He asked that we *“warn him in future before campaigns are dispatched, to give him time to get the cordless phone batteries charged and ready for calls”*.

Year on year the client’s turnover rises by up to 20% and with new initiatives planned to manufacture more compounds on site and communicate the benefits to buyers, we can expect increased profits.

Feedback from dealers shows that the primary route they use to keep up to date is these email campaigns and the dealer area web blog that we built to support the campaign.

### Getting results for a venues company:

This monthly campaign is sent on ‘sunny days’ to promote a beautiful London venue and encourage corporate event bookers and events agencies to book the venue or take places on themed events:

<b>Objective:</b>	Bookings
<b>Email list:</b>	26,000 specialist contacts – new added monthly
<b>Open rate:</b>	2,600 (10%)
<b>Click through:</b>	390 (1.5%)
<b>Enquiries:</b>	3 to 4 hot enquiries per month and at least 1 booking

Simon West has run this campaign since 2007 and truly understands the dynamics of promoting venues to a hospitality audience – even down to the weather. The highly targeted database is clean, responsive and

engaged regularly with venues messages, knowledge, offers and customer follow up calls, all led by Simon. In one month alone 390 expressions were passed to the venue's manager for telephone follow up. The business she converts can be added to the 3 to 4 hot enquiries per month and at least 1 booking that we pass through. With typical booking being worth £3,000, the £900 per month campaign fee is easily covered.

Over the course of the entire campaign over 14,000 people have opened the emails and more than 3,000 contacts will have read them and clicked through to specially written web pages because they liked what they saw. Each of these people will have been called at the appropriate time and now has some awareness of the business and the venue. Christmas campaigns are currently being drafted.

### Getting results for a lettings company:

This specialist email selling campaign to share knowledge, article and updates with all UK lettings agents is run by a lettings focused insurance and financial services company. The campaign is now in its 12<sup>th</sup> month.

A monthly 3-part agent update email is sent to all opted in agents. Nett Sales got the opt ins by phone and web sign up and maintains the clean, responsive list for the client.

<b>Objective:</b>	Help letting agents get more landlords and make profit
<b>Email list:</b>	4,500
<b>Open rate:</b>	1,440(32%) opens average
<b>Click through:</b>	126 (2.8%) average click rate
<b>Enquiries:</b>	18 on the last campaign

This ongoing monthly campaign aims to generate email and telephone enquiries. In October 2011, 126 letting agents were followed up to discuss the business issues around the topics on the 3-part email and web pages we've built onto a letting agents article library / blog. We spent 1 ½ days on follow up calls and were able to pass 18 new introductions for one of the 4 regional business development managers to visit to continue the engagement.

This campaign has provided regular monthly agent sign ups worth £4,000 each and to cover the £987 fee. And the first major agent has just signed up to make the next quarterly review more comfortable still.

### Getting results for a Wiltshire software and web business:

This was a fairly typical campaign, run in Swindon during 2010 and into 2011, for a software and web business:

<b>Objective:</b>	Generate new enquiries
<b>Email list:</b>	4900 names
<b>Open rate:</b>	173
<b>Click through:</b>	47
<b>Enquiries:</b>	8 in one month alone

In 4 months 17 enquiries were passed and 4 new orders taken, worth £8,000. More were progressed beyond these outside our tracking. All of this has been achieved on a saleable £900 per month campaign.

Over the course of the campaign over 1,000 people opened the emails and over 300 read them and clicked through to specially written web pages because they liked what they saw. Each of these people now has some awareness of the business and subsequent campaigns will build on this interest and build or maintain reputations and credibility. This proved to be a solid source of enquiries for the client, even some months later.

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