

# A Formula for Success

Real-life campaign examples from retail businesses that are cashing in with Constant Contact

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# Simplifying your online marketing

Let's face it: when it comes to online marketing, it's not always easy to pick the right tools for your retail business.

Whether it's keeping up with the hottest social media sites or up-and-coming trends like mobile marketing or local deals—it's hard to figure out what you should or should not be using to get the word out about your business.

And with all the stuff you may already be doing like email marketing or Facebook—how can you possibly be expected to have the time to try something new?

Sometimes all it takes to make your online marketing easier is to see other real-life campaigns in action. By the end of this guide, we hope you'll have a better idea of campaigns that will reach and engage new and existing customers, and drive sales.

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# La Provence: More Sales Year-Round with Email Marketing

## The Payoff

- Generated online sales with each email
- Turned first time customers into repeat customers
- Stayed top-of-mind year round

## The Back Story

Dawn Noble, owner of La Provence, has been using Email Marketing at her retail business since 2011.

"Email helps us stay in contact with customers throughout the year," Dawn explains. "We're located in a town that's primarily seasonal but we stay open year-round."

## The Strategy

- Collected customer contact information in-store
- Sent monthly emails promoting new products and upcoming events
- Switched to a new email template that looks great on mobile and links to her online store

## The Advice

"Having an email template has made creating and sending emails faster and much easier for our business."

## The Response

By staying connected year-round, Dawn has changed the way she thinks of slow seasons.

"We still do most of our business in the summer but sales from our emails really help us get through the year," says Dawn. "It drives more people to our website and brings more people into our store."

## The Tool



Template: Spa and Salon Promotion

**"It works. Even if I get a few sales from each email, that makes a big difference."** -Dawn Noble, owner La Provence



# Wine Station: Attracting Crowds with Monthly Emails

## The Payoff

- Generated instant sales with every email
- Brought in 700 customers during their anniversary weekend

## The Back Story

Julie Ananny has owned Wine Station, a speciality wine shop in Ottawa, Ontario for two decades. In April 2012, Julie was looking for a more affordable way to connect with her loyal customers and to reach a new audience.

"We started using Email Marketing last spring and the results have been phenomenal," says Julie.

## The Strategy

- Sent monthly emails with updates on featured wines and upcoming events
- Switched to a single-column email template that looks great on mobile

## The Advice

"People don't have the time to read a lot of text. We make sure our emails are informative but also quick and easy to read," says Julie.

## The Response

Julie says that since she started sending emails to her customer base she has seen more revenue and better attendance at in-store events.

"During our anniversary weekend, we had almost 400 people at the store each day," she recalls. "We saw plenty of familiar faces and new customers as well."

## The Tool



Template: Restaurant - Family Friendly



"With Constant Contact, we have the tools to put our best foot forward and create emails that are unique to our business." -Julie Ananny, Owner

# Second Bloom Design: A Holiday Email Worth Celebrating

## The Payoff

- Getting the biggest sale of the season from one holiday email
- Doubled business in a single year while using Email Marketing

## The Back Story

Sue and Dean Bedell have been creating handcrafted furniture in Dorchester, Ontario since 2005. In 2010, the couple opened their first retail store and soon after, began using Email Marketing for their business.

"We decided from the start that we wanted it to be something that people would actually want to read and look forward to seeing in their inbox," says Sue.

## The Strategy

- Used photos in emails to showcase products
- Shared emails with Fans on Facebook and Twitter
- Added personal stories to connect with customers

## The Advice

"Building relationships by sharing and supporting is what works best for us," says Sue.

## The Response

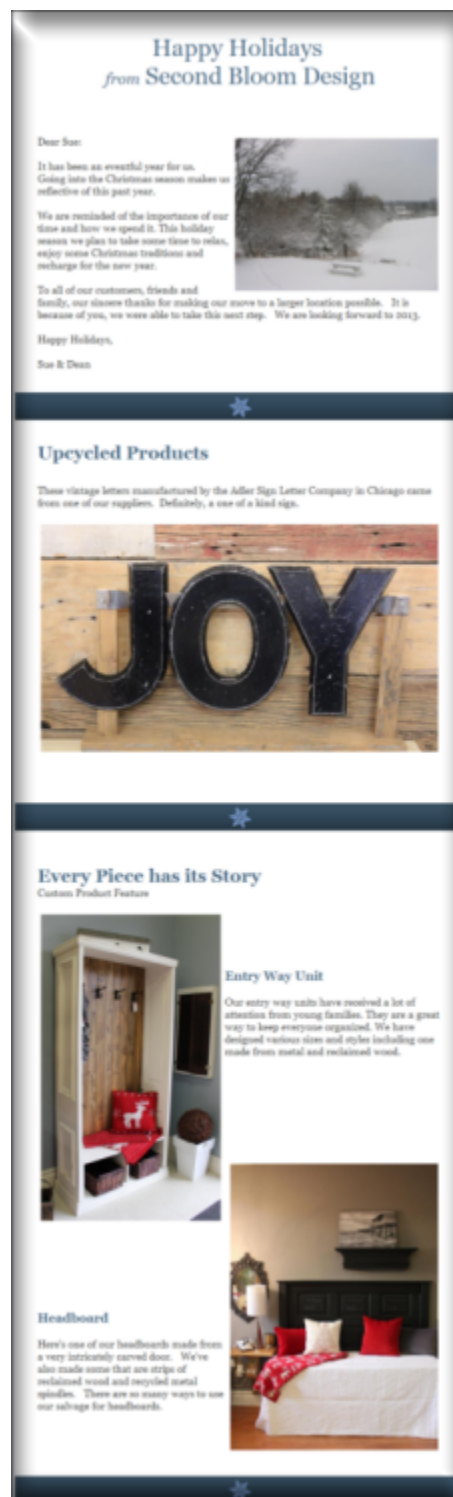
One of Second Bloom Design's biggest jobs of 2011 came from a regular customer who subscribed to the newsletter and felt a special connection to something she had read.

"We wrote about our family holidays over the years and she said her family had some of the same traditions," Sue recalls. "That small connection was enough for her to pick up the phone and give us a call."

## The Tool



Template: Holiday I Postcard





# Art Impressions: 40% of Sales from Email and Social Media

## The Payoff

- Increased annual sales by 30%
- Generated 40% of overall sales from email and social media
- Grew Facebooks fans to over 1,000 and email contacts to over 2,700

## The Back Story

After seeing business starting to improve after the economy slowed in 2011, Art Impressions decided to do more with email marketing and social media.

"We were one of the businesses that was impacted by the economy and with the size of our staff, we didn't have the time or budget to spend on marketing," says Kate Swanson, Customer Relations Manager. "Email worked well but we weren't seeing a lot from social media."

## The Strategy

- Redesigned email newsletter to be more engaging
- Ran a Social Campaign on Facebook offering a free stamp with a \$30 purchase
- Promoted the campaign by sending out an email and by posting it on Facebook

## The Response

Art Impressions used two powerful tools to drive sales. The Social Campaign generated 600 new fans and boosted engagement on their Page.

"I would say 40% of our retail business is now coming from email marketing and social media. It's been hugely successful for us."

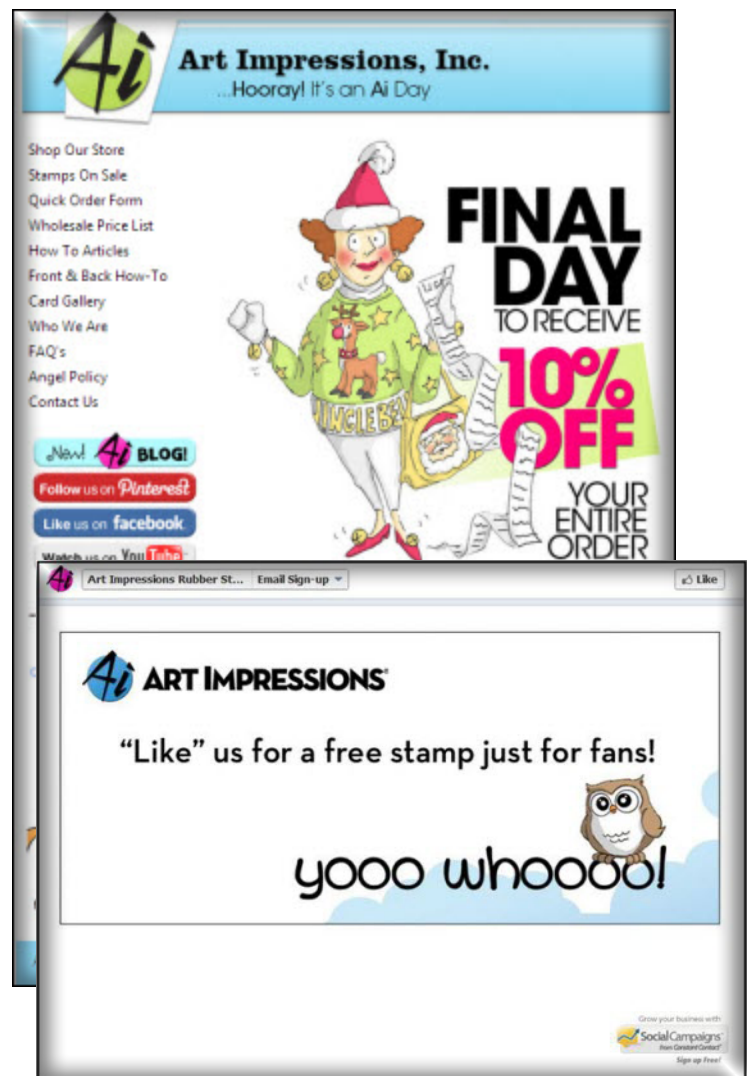
## The Tools



Templates: Basic E-Commerce

"We're now able to do a lot more with our marketing. It helps us stay connected with our customers, build our community, and share our inspiration."

-Kate Swanson, Customer Relations Manager



# Orange Cycle: Turning Facebook Fans into Customers

## The Payoff

- Generated \$500 in revenue
- Added 450 new Facebook fans
- Boosted engagement on Facebook Page

## The Back Story

Deena Breed, owner of Orange Cycle, has been using Email Marketing to connect with customers at her Florida bike shop since 2005.

"We were already seeing great results from Email Marketing, but wanted to find a way to get Facebook to work for our business."

## The Strategy

- Offered Facebook Fans a printable coupon for a free pair of socks with purchase of \$10 or more
- Sent an email to list of 16,000 subscribers announcing the campaign and encouraged them to become Fans on Facebook
- Promoted the campaign to current fans on her Facebook Page

## The Advice

"Your offer needs to be something people actually want. We knew our customers would use the socks; so we knew it would go well."

## The Response

Because customers had to come into the store to redeem the coupon, Deena saw an immediate increase in traffic and, with 50 people redeeming the offer, Orange Cycle generated more than \$500 in revenue.

"It was a great way to get more people in the store, and it gave us a chance to say thanks to our fans," says Deena.

## The Tools

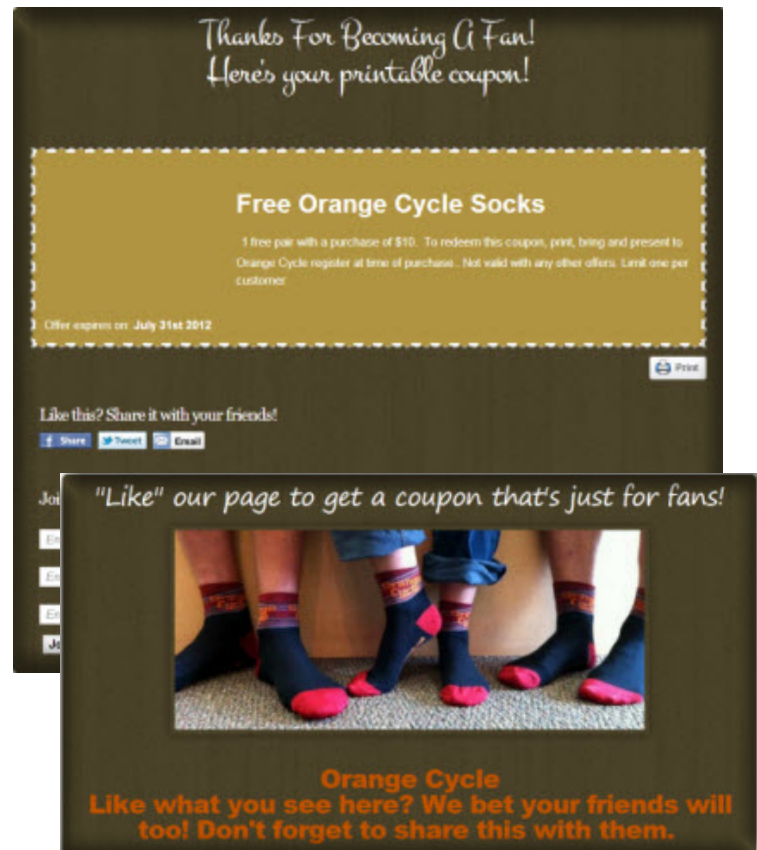


**Social Campaigns™**  
from Constant Contact®



**Email Marketing™**  
from Constant Contact®

Template: Bold Coupon



# 3 Kittens Needle Arts: \$10,000 in One Weekend

## The Payoff

- Generated \$10,000 in revenue in one weekend
- Doubled sales on a traditionally slow holiday
- Attracted new customers

## The Back Story

Laura Rasmussen, co-owner of 3 Kittens Needle Arts, has been using Email Marketing for her yarn and needlepoints store since 2008. Last Memorial Day weekend, she decided to try running a local deal for the first time.

"We had heard the horror stories about some of the most popular online deal providers. But then we saw that SaveLocal had a different model, and we had been using Constant Contact for email already, so we tried it out."

## The Strategy

- Offered a SaveLocal deal for \$35 for \$50 worth of merchandise
- Ran the deal from Wednesday before Memorial Day through Sunday
- Promoted the deal via email to her list of 3,420 contacts and offered a bonus coupon for sharing

## The Response

Forty-seven people redeemed the deal, generating \$1,540 in initial gross revenue, but that was only the beginning.

"Last year, during the same Memorial Day Weekend, we made \$4,600. This year, we made about \$10,000. We more than doubled our sales and SaveLocal was the only thing that could have affected that margin."

## The Tools



A promotional flyer for 3 Kittens Needle Arts. At the top, it says "\$35 for \$50 worth of Merchandise" in bold, with "from 3 Kittens Needle Arts" in smaller text below it. The 3 Kittens Needle Arts logo is in the top right corner. In the center is a photograph of a wooden crate filled with various colorful skeins of yarn. Below the photo, there is a paragraph of text: "We're offering \$50 worth of merchandise for only \$35. That's a 30% discount. You can buy this deal now, share it with your friends, or buy and share! Restrictions: Cannot be combined with other discounts. Valid on in-stock merchandise only. 3K Club points do not apply." At the bottom, there are two columns of text. The left column is titled "About this business" and describes the store's location and offerings. The right column is titled "The Fine Print" and lists the coupon's validity period, limit, and restrictions.



## Get started driving more sales for your retail business with online marketing tools from Constant Contact

### ☐ Start by Reaching Your Customers Where They Are Every Day: The Inbox

Drive new and repeat sales by reaching customers with targeted messages where they are every day: the inbox. No list? No problem. Build your list on your website, in your store with QR codes and Text-to-Join, or on social media with our list-building tools.

### ☐ Add Social Campaigns to the Mix and Turn Fans into Customers

Run promotions and offers on your Facebook Page with Social Campaigns that turn fans into customers, so you can increase sales. It's fast and easy to create a great Facebook landing page for coupons, e-commerce, and more.

### ☐ Find Your Next Great Customer with SaveLocal

Find your next great customer by sending deals to your loyal customers, and rewarding them for sharing offers with their friends. By finding new customers from your existing ones, you attract top-notch new customers, not deal hunters.

## Next steps...

Try Email Marketing, Social Campaigns, or SaveLocal FREE!

Visit [go.constantcontact.com/retail-marketing](http://go.constantcontact.com/retail-marketing) or call 1-866-289-2101 to learn more.