

Case Study //

# Consultancy to improve email marketing



## Client

Help the Aged

## Challenge

Consultancy to improve email marketing.

## Result

Improved email marketing effectiveness by looking at entire customer journey on all digital channels.

Help the Aged was set up in 1961, and is now the leading international charity for older people. Email is a significant channel being used to build relationships with donors (major and individual) and volunteers.

Adestra were invited to provide strategic consultancy to help them improve their present email marketing program.

The sessions took an end-to-end approach. The email communication plan was reviewed as was the web site and the experience visitors received. This approach reflects email being a component of the whole digital mix which operates in tandem with the web presence.

Despite not using Adestra's email technology, Help the Aged turned to Adestra to provide best practice and guidance to help them exploit it.

### This took the form of:

- **Competitor Analysis:** Benchmarking Help the Aged communications with those of their competitors. This review detailed what tactics were being employed by similar organisations.
- **Market Analysis:** Understanding the unique challenges in marketing to the segments such as how they access their email and whether they are primarily B2C or B2B email accounts.

- **Activity Review:** a detailed review of past campaigns to compose a timeline of 'quick wins' covering:

- > **Timing:** optimising schedule of sending.
- > **Design:** ensuring messages display well in different email systems, enticing subject lines for opens and powerful copy, lay-out and design to encourage clicks.
- > **Segmentation:** targeting contacts based on behaviour, demographics and a combination of both.
- > **Customer Journey:** tracing the customer experience both through the web site and from emails.
- > **Conversion:** optimising pages to ensure visitors to the web site convert.
- > **Usability:** ensuring that landing pages are easy to use for all users of the site.

- **Testing Program:** building timeline of tests to conduct to ensure continuous improvement.

### Results

Each test is resulting in better results. Analysing the entire customer journey rather than looking at email in isolation throws up many things to be tested. Help the Aged are able to now continuously improve their email effectiveness.

## About Adestra

Adestra's purpose is to make our clients successful by providing them with the best combination of email technology and marketing expertise. By working with us, your emails are most likely to be delivered, read and positively acted on by your target customers. Adestra works with companies such as Tiscali, Dennis Publishing, Help the Aged and BBC Shop. For case studies and whitepapers on how we've helped our clients achieve their email marketing goals, please visit [www.adestra.com](http://www.adestra.com) or call 01865 242425.

“ Adestra's Consultants were personable and knowledgeable about all aspects of digital marketing. This reflects our viewpoint – email is only part of our digital mix, although it is one of the most effective. For real benefits it is imperative to optimise the entire customer journey and not just one channel.

The improvements we've made as a result are already bearing dividends. We're excited about working through the testing plan and we're expecting the improvements we implement to improve our results even further. ”

GC, Online Marketing Manager, Help the Aged