

Electronic Greeting Marketing Campaign

FTN Midwest Research

Business Challenge

In the business to business space of the financial industry, the holiday time represents one with lots of paper greeting cards exchanged and lavish gifts. This salesperson wanted to stand out from the crowd while continuing to deliver high quality business service in the way of notifying customers about their research now available online.

Business Solution

An electronic greeting was developed which incorporated timeless nature photos with a professional holiday message. The greeting was then incorporated into an email message with a discrete business message which announced the online research reports.

The greeting generated a 61% open rate and a smashing 5% conversion rate for subscriptions to the online reports. Customers raved about this unique approach with one customer saying, "Nice touch with the electronic greeting."

Email marketing through client newsletters can take many creative forms. Call OnMark Solutions today to give your newsletter a new spin! 440-463-2183.

