

CHALLENGE

A technology data strategy strategist wanted to promote their data mapping service for consumer retail locations. The market interest was unknown, but a beta test produced positive responses from three established clients.

SOLUTION

- Identified specific components of data mapping service to position for prospective clients
- Strategically constructed messaging intervals targeted towards prospects
- Developed brief, direct email marketing messages for nurturing interest
- Initiated email marketing campaign for optimal timing

RESULTS

The first email generated over \$32,000 in new business.

Does your email marketing need a boost in conversions?

START A CONVERSATION

Disclaimer: This documented results of this case study are intended to illustrate potential results of similar content strategies and services and cannot be a guarantee of future results.