

Developing leads into the Retail Sector

IT service provider requires relationship marketing assistance

Retail Manager from Triangle is an award winning retail communications solution that has over 10,000 users. It is a browser-based application which automates communications, information distribution and access to corporate information.

The Challenge

At the end of 2008, when Retail Manager wanted their digital marketing campaigns launched, retail was being hit hard by the tough economic conditions. Retail Manager knew retailers needed to increase their store efficiency and they had the solution. However, it needed a cost effective method to both deliver this message and Retail Manager as thought leaders in the marketplace.

Retail Manager selected APMdigital due to its experience of delivering cost effective, integrated digital marketing campaigns to IT organisations. Retail Manager wanted to build close relationships with its customers and APMdigital's focus on relationship marketing was a key factor in its decision.

Solution

Retail Manager's campaign was themed around 'Resilient Retail'. Resilient Retail is about targeting retailers looking for the edge in achieving a higher share of a customer's wallet. To do this existing retail stores needed to be more effective.

Resilient Retail demonstrates that Retail Manager affords retail employees the time to better manage and prioritise, thus allowing them to focus on improving customer service. Stores are able to operate in the most efficient way, in parallel with guaranteeing the visual impact of the store was appealing.

To deliver the campaign, APMdigital developed a series of emails, white papers, microsites and ROI cost calculators. The content provided retailers with strategies to increase store effectiveness and at the same time position Retail Manager as the company with the solution to these strategies.

The white papers were titled:

- Making the most of your stores
- Concentrating on customer service
- Better store communications – cutting costs



Company profile:

Launched in 1999 Retail Manager is a subsidiary of the Triangle Group, an IT service provider that turns over £10m/year.

The Challenge:

Create warm leads into a sector hit hard by the current economic downturn.

The Solution:

Resilient Retail campaign developed by APMdigital.

The Result :

Open rate smashed industry averages by 150%.



Resilient Retail – Making the most of your stores

[>> download this whitepaper here](#)

Resilient Retail – Concentrating on customer service

[>> download this whitepaper here](#)

Resilient Retail – Better store communications – Cutting costs

[>> download this whitepaper here](#)

Supporting literature from the Resilient Retail campaign

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Each white paper was sent out in an email and downloaders of this email were then invited to the microsite which featured all the white papers as well as a calculator allowing them to view the cost-savings they could make by implanting the Retail Manager solution in their organisation.

Retail Manager had a database it had used to varying degrees before. The database was a mix of existing customers, prospects and third party lists. As the data was from multiple sources it needed to be cleansed and put in a consistent format. Using APMdigital's software and the experience of its technical people the list was cleaned up to ensure the campaign was targeted at relevant and up to date contacts.

The campaign was managed and broadcast using Abachigo, APMdigital's interactive email platform. Abachigo's extensive reporting capabilities allowed Retail Manager to provide warm leads to APMdigital's tele-marketing partner who could follow up the conversation and secure meetings.

Results

Retail Manager's campaigns went to a group of around 1,000 people. The campaigns had an average open rate of 38% (the industry average is 15%) and average click through rate of 42%. The campaign delivered 164 warm leads* and new relationships to Retail Manager.

*Warm leads were measured as someone who opened an email and downloaded a white paper.

Retail Manager Microsite screenshot

retail manager
branch control & communications

Retail Manager Benefit Calculator

Please answer five simple questions to see cost benefit of Retail Manager

Number of stores	<input type="text" value="100"/>
Number of full time employees per store	<input type="text" value="10"/>
Operational communications to store each week	<input type="text" value="2"/>
Average number of pages per communication	<input type="text" value="5"/>
FAX Machines still used in stores?	Yes <input checked="" type="radio"/> No <input type="radio"/>

Benefits appear below:
Retail Manager in a full year could:
Reduce Communications Budget by £54,288.00
Reduce Consumables Budget by £258,000.00
Reduce Employment Budget by £66,250.00

Potential cost savings with Retail Manager £378,538.00

What happens now?
We would like you to have a clear understanding of the benefits to your business. We will start that process by initiating a short phone call from one of our specialists.
If you want to move more quickly, you can arrange a demonstration of the Retail Manager solution. Simply email retailmanager@triangle-group.com or call 02380 816 000 and ask to speak to a member of the Retail Manager Team.

Resilient Retail – Making the most of your stores
[>> download this whitepaper here](#)

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Less or more than you expected? This is only a part of the full story...
When you've completed the calculator you may wish to understand the detail behind the cash benefits. Please call the Retail Manager Team on 02380 816 000 and we will be happy to go through it with you.

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