

STRUCTURAL GRAPHICS CASE STUDY

CALMARKETINGSERVICES.COM

SITUATION

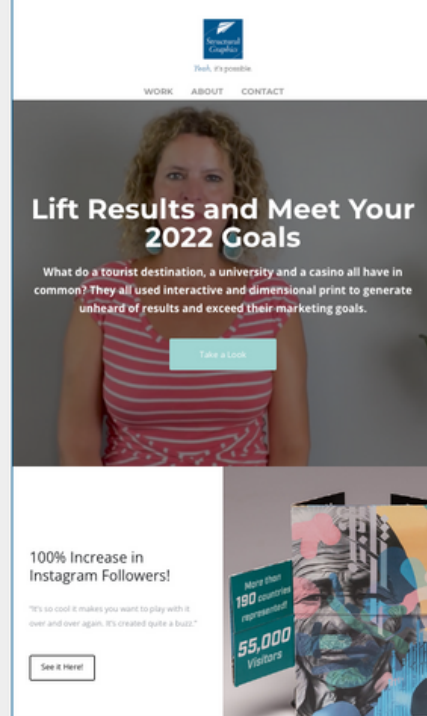
Structural Graphics is a company that produces high-impact print communications. Their primary marketing strategy revolved around direct mail, due to the tangible nature of their products. We launched a direct mail campaign titled "The Best in the Business" where we would send our best samples to Grade A customers and prospects to keep them engaged and up-to-date on their newest designs. This was done on a monthly basis. However, this campaign became time-consuming from a fulfillment standpoint and expensive. The VP of Marketing approached me about developing a cost-effective marketing strategy that relied less on traditional print while still having the same, or similar, impact of sending a tangible product in the mail.

SOLUTION

I suggested harnessing the power of video to efficiently promote the products. I initiated an email marketing campaign titled "Solution of the Week," in which I would create and narrate videos showcasing a client who had effectively utilized one of our designs. The video usually told a story about the challenge, solution and results of the campaign. This was the video we featured on social media once a week and in the email newsletter. That eventually morphed into using the email to also showcase new designs, etc. This included filming the video, coding the email, launching it and reporting on the results each week.

RESULTS

The email campaign increased web traffic by 474% and increased revenue from leads by 80% and continues to be the primary source of traffic to their website.



TESTIMONIAL

"Susie has handled our email marketing for over 9 years and has successfully increased deliverability rates, opens and clicks, website visits and sample requests. She has implemented A/B testing, revamped our email templates, enhanced our content and conducted data analysis studies. Susie has a unique skill set that combines an eye for creative with email marketing best practices and data analytics to deliver successful email marketing programs."

Kevin Gilligan, CEO of Structural Graphics



SUSIE MEHRING

DIGITAL MARKETING LEADER

Digital Marketing Leader and Consultant dedicated to helping businesses accelerate their marketing efforts. Expert in content strategy, email marketing + website management. Passionate about implementing holistic marketing approaches and "wearing all of the hats" to successfully achieve meaningful business goals.