



INDIVIDUALLY TAILORED HOUSING ASSOCIATION MAILER



FUELSAVER EMAILERS



SECURITY TRADE MAILER



FUELSAVER WEBSITE

NAVMAN WIRELESS - DIRECT AND EMARKETING



“The quality of work and dedication to the promotion of my business received from the entire team at Cameron Wells is absolutely fantastic. They are professional, creative, talented and hard working individuals with a huge amount of PR and marketing experience. They have strength and depth in all the key areas to tackle any PR or marketing brief we put to them, with a quality result assured.”

Tony Neill, Executive Vice President, Navman Wireless

NAVMAN WIRELESS - DIRECT AND EMARKETING

Navman Wireless is the UK's largest provider of tracking, messaging and satellite navigation equipment for commercial fleet management.

Objectives

- Improve appointment setting rates for the telemarketing team
- Keep Navman Wireless top of mind with customers and support them through a regular flow of useful, relevant, informative updates

Strategy

A rolling sector-specific direct marketing programme has targeted tradespeople, including electricians, plumbers and heating engineers.

Individually tailored mailers were used to target high value prospects.

All direct mailers were tailored to include a peer group testimonial and relevant benefits and included an incentive. Mailings were staggered allowing follow-up telemarketing calls within 72 hours of their arrival.

A rolling schedule of direct emailers have provided a combination of objective advice and top tips (to build brand credibility and earn acceptance in the recipient's in-box) and harder sales messages (to provide a hook for telemarketing follow-up).

A wide variety of different subjects have been covered from how to prepare for legislative changes to how to overcome driver objections to tracking.

Relevant website landing pages support each campaign and email tracking software is used to report on email opens/deletes/bounces to fine-tune campaigns.

Anti-Spam and Google Analytics coding are added to avoid Spam filters and track where people go on the website after they have clicked through.

Email is also used to maintain a regular dialogue with customers to both upsell product upgrades and offer ongoing relevant, objective business advice and top tips.

In response to sharp fuel price rises, a fuel saving campaign included emailers and direct mailers linking to a microsite www.fleetfuelsaver.co.uk, packed with useful tips and information on driving more fuel efficiently.

Results

- Appointment setting rates tripled, compared with previous cold calling
- Winners of the CIPR North West PRide Award for Best Business and Trade campaign

“ We get a fantastic response from the mailers. They have a big impact on how quickly we make appointments. ”

Alison Aldridge, Phonetic Telemarketing