

MAILER:

Sony Small Business

OBJECTIVE:

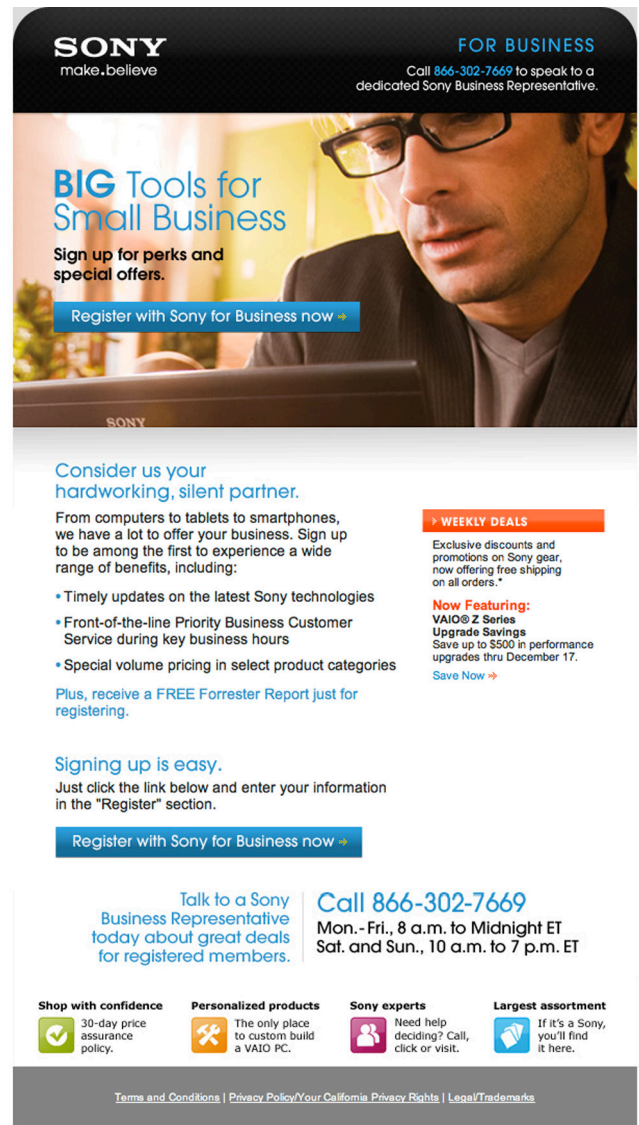
Sony Small Business faced the challenge of positioning itself as a leading business solutions brand and an excellent choice for small businesses in terms of technology products, support services, and other exclusive benefits for registered members.

SOLUTION:

eTargetMedia implemented a highly effective targeted email marketing campaign segmenting an audience of small business owners and decision makers, in companies with less than 50 employees, in selected industries of focus. The offer was designed to introduce the small business owners and executives to Sony Small Business, provide updates on tablets, laptops and other high tech office electronics, provide an opportunity download a free business report, and allow professionals to register for a business account. eTargetMedia segmented a highly targeted audience, carefully selected as the most responsive prospective buyers based on the nature of the offer, from our high performance B2B files of: American Small Businesses, Small Office Home Office Business Professionals and American New Businesses.

OUTCOME:

The email marketing campaigns proved highly successful with open and click-through rates that significantly exceeded industry average for email campaigns to acquisition lists. The mailer saw a significant increase in traffic, increase of downloaded reports, and increased member registration as a result.



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