

An E-Marketing Case History
or

How to get your customers dancing in the street!

A referral came our way recently from a very good customer; Jim Lawn one of our regulars (www.italianproperty.tv) was on a business trip to Brindisi in Italy when he was asked over dinner about how well his online business was doing.

Problem

That dinner conversation resulted in us being introduced to Angela DeMello a former principal dancer with the Royal Ballet who now lives in Italy. Her dream it turned out was to create and run a dance school close to where she now lives. She explained that she had already started the project but had become bogged down after collaborating with a friend 'in the business'. The result of their collaboration was <http://www.danceexperienceitalian.com>

Solution

Our approach was to listen carefully and try to understand the customer's objectives and then create a plan that would achieve them. That plan involved reorganising the content of the original site so that it presented a more professional look and feel and also producing a basic marketing plan for her project.

As a starting point we suggested a change of domain name and image. We located and set up the new name www.dancemasterclass.com and created the email addresses she needed.

Next we offered a choice of design drafts to choose from (www.dancemasterclass.com/drafts) and worked through these together, so that Angela would be completely happy with the 'look and feel' of her new website.

All content on the old site was then edited, reworked and incorporated into the new website together with updates, new pictures and alterations where needed.

With a new site up and running the next task was to bring in some customers! Angela already had several lists of email addresses for dance instructors and dance schools, we cleaned and combined these lists and wrote a full colour email mailshot to send out to prospects. Using dedicated software that sends each email in a list separately (to avoid spam complaints), we then broadcast a first message to her list that directed the recipients to the new site and an automated sign up box for a free prospectus and programme information pack:

Results

Within 2 hours the first 3 responses had been received and in the first day 40 sign ups had been achieved, A couple of enquiries a day still continue to come in as a result of that first emailing. A second email follow up is planned (timed at 14 days from the first one) and another wave of 'first' emails will go out to a new list of addresses at the same time, effectively restarting the process with another 500 or so prospects.

Current cost of lead acquisition is approx £27.50 which continues to reduce as more sign ups come in.

The complete project from the customers' initial phone call to the first sign up took less than one month to complete

Of course Angela is highly delighted with the results because we've brought her several steps closer to realising her dreams, and the new site is already producing some very solid results!!

A real surprise for most people is that Angela and I have never met! All our business has been conducted by email and telephone.

Can I do the same for you? Give me a call or drop me a line with your marketing challenges, let's see if e-marketing can solve them for you.

Steve Elliott