

**CASE STUDY**

EMAIL MARKETING



# INCREASE CUSTOMER RETENTION & GENERATE MORE LEADS

Email Marketing for  
HVAC Companies

# CASE STUDY

## EMAIL MARKETING



## HVAC Company Complements Print Campaign with Email to Generate 132 Additional Leads

### THE PROBLEM

Our client, a heating and air conditioning company in the Washington, DC area, was sending out direct mailers to existing and potential customers on a quarterly basis. These mailers featured a seasonal special offer as an incentive to generate more leads during slower months of the year. However, the company wasn't seeing the results they had hoped for. They needed to find a way to enhance their marketing campaign and generate more leads.

### THE SOLUTION

When our client told us how their past direct mailers hadn't received the traction they'd hoped for, we came up with an idea. Email marketing is almost guaranteed to increase a company's overall marketing performance, and it is a perfect way to complement and enhance other types of marketing strategies such as direct mail. Therefore, we decided to send out an email blast that featured the same seasonal promotion.

By sending the same campaign messaging in two forms—print and email—our client would be able to get their promotion in front of their customer base more successfully, and in turn, book more appointments.



### WHAT IS OPT-IN EMAIL MARKETING?

“Opt-in” means sending emails—whether they're to existing customers or prospective customers—to people that have chosen to receive them. This type of email marketing is the direct opposite of sending unsolicited messages to unsuspecting prospects—opt-in messaging is far more effective.

### THE RESULTS

The week the direct mailer went out, our team sent the first email blast that contained similar messaging to the print piece, creating a cohesive campaign. Within a few days, our client had booked more than 50 appointments from the email alone.

#### First Email Blast

Types of Leads	Number of Leads
Existing Customer	34
New Customer	2
After Hours	4
Contact Form Leads	14
<b>Total Leads</b>	<b>54</b>

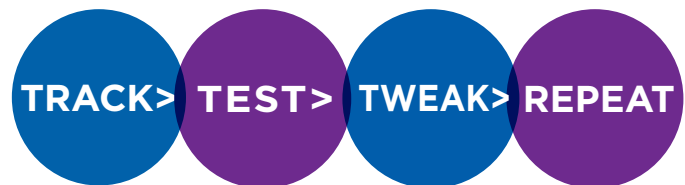
In order to maximize customer reach, we sent out the exact same email blast a second time after three weeks had gone by. While the numbers were slightly lower than the first send, the second email helped our client book an additional 30 air conditioner tune-up appointments—and was a much more cost-effective solution than sending out a second round of direct mailers.

#### Second Email Blast

Types of Leads	Number of Leads
Existing Customer	43
New Customer	3
After Hours	1
Contact Form Leads	21
<b>Total Leads</b>	<b>78</b>

### TAKEAWAYS

Our process for email is similar to our approach to marketing in general:



You won't maximize your campaigns without trying new strategies. Email marketing helps your company target both existing and prospective customers that have shown interest in your services previously—making them more likely to convert into a closed lead. Together with print and email, you're able to stretch your marketing dollars further than ever before.

### ABOUT BLUE CORONA

Blue Corona provides turn-key email marketing solutions. We handle it all—from creating a customized email template that matches your company brand to creating action-oriented copy and promoting your products and services.

*Founded in 2008, Blue Corona is a data-driven online marketing company that helps businesses accurately measure and track their advertising efforts to generate more leads and sales from the web. For each client, Blue Corona implements inbound internet marketing strategies such as pay per click (PPC) advertising, search engine optimization (SEO), online lead generation, ad tracking, conversion rate optimization, and website redesigns. Blue Corona was ranked on the Inc. 500 list in 2012 and again on the Inc. 5000 list every year between 2013 and 2016. The company has offices in both Gaithersburg, MD and Charlotte, NC.*

**Call us today at: 877.237.0983 or follow us:**

**@bluecorona on Twitter | Bluecorona on Facebook**