



Overview

Customer: Gypsum Management and Supply, Inc.

Open Rate: 20% above the industry average

Click Through: 4.5% above the industry average

Customer Response:
 "We are very pleased with the results. It is really getting our name in front of new contacts and giving us credibility. It's also motivating our staff to continually update our Dropbox contacts database everyday!"

White Ocean Consulting designed and deployed a monthly newsletter campaign to increase customer engagement, drive product sales, and improve branding.

Business Need

As part of our work with Gypsum Management and Supply (GMS), White Ocean Consulting was asked to:

- Recommend a new email marketing tool
- Design an overall strategy for content and approach
- Create a template that could be scaled for multiple subsidiary organizations
- Implement a monthly newsletter campaign for select subsidiaries

We began our work with one of the subsidiary companies we've focused on the most: Ohio Valley Drywall Supply.

Our Analysis

GMS was currently using more than one email marketing tool for their internal and external communications – some free and some paid.

Distribution lists were disorganized, format was not standardized, and there was a lack of consistency with branding.

We conducted research to determine the best solution for current needs, and we also identified future initiatives that might be served by some of the available tools in the market (internal surveys, social media marketing initiatives, etc.).

We recommended Constant Contact as the best tool for this organization based on the breadth of functionality, overall cost-effectiveness, and ease of use for internal team members without a design/IT background.

Template Design

We first designed a template for the new newsletter. This included:

- Creating the overall layout, fonts, spacing and colors
- Standardizing the length and style of copy

- Creating a consistent visual presentation strategy for graphics and photos
- Designing a scalable plan for new subsidiary newsletters

Our goal was to create an accessible and easy-to-read format for construction workers (the audience) that met the following objectives: promoted brand recognition, conveyed the subsidiary culture, offered useful industry information, and promoted monthly product specials.

Editorial Calendar

We worked directly with Ohio Valley Drywall Supply to identify pertinent topics that would be interesting to readers and that would be effective when used in a monthly newsletter. We began by suggesting a list of 15 topic areas as a starting point.

From there, we designed an editorial calendar to hold all topics for the remainder of the year. We worked together to identify several months' worth of topics to fill out the calendar and then implemented a process to gather information and draft the newsletter each month.

These initial 15 topic ideas were kept aside so they could be scaled to other subsidiary organizations as a starting point for their editorial calendars.

Implementation

We created our first newsletter for Ohio Valley Drywall Supply using the processes we designed, and submitted the draft to GMS and to the subsidiary for review.

Our work was met with high compliments from the subsidiary and the entire corporate marketing team, including the field marketers and the executive-level professionals. We had created a newsletter that met business/sales objectives and that was:

- Visually clean
- Easy to read
- Informative
- Engaging
- Scalable
- Standardized

We then prepared and organized the distribution list for Ohio Valley Drywall Supply, and cleaned up other subsidiary lists that were in the queue or in old systems, so that the process could be scaled going forward.

Finally, we set up an organizational system that would allow anyone in the marketing department to easily find any campaign at any time, and to also update any distribution list quickly.



Results

Our first campaign had a 36% open rate (industry average is 14%) and a 2.4% click through rate (industry average is 1.4%). Subsequent months had similar open rates, but we improved our click through rates significantly.

As of this writing, we are going into our fifth month of running newsletter campaigns for Ohio Valley Drywall Supply.

- **We are averaging a 34% open rate month after month (20% higher than the industry average).**
- **We are averaging a 6% click through rate month after month (4.5% higher than the industry average).**
- **We have already scaled our monthly newsletter program to two other subsidiary companies, and we expect more to onboard in the coming months.**

In addition, we have moved the GMS internal newsletter into the same system, with the same standardization of style and formatting, but with a slightly different look and feel to match internal branding.

