

# Email Marketing

## Novo, Inc.

Novo is a full-service copywriting firm that provides marketing solutions for companies in diverse industries and on projects large and small.

Our strategic writing solutions deliver creative results for our clients to help them attack their market, communicate their value, and sell their products/services.

Novo writes copy tailored to meet the unique needs of every client.

We specialize in:

- Brochures
- Web site content
- Press releases
- Ads
- SEO content
- Sales sheets
- Articles
- Case studies
- White papers
- Proposals
- Product sheets
- Direct mail
- Flyers
- Sales letters
- Email marketing
- Book editing

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## Business Challenge

A Novo client was not receiving the desired response from its email marketing campaign and wanted to drive more traffic to its Web site. Previous emails to its client base had a flat-line effect on hits to the Web site and overall interaction with the firm's otherwise very well received brand and service offerings.

It engaged Novo to create a marketing email that was targeted to the unique needs of its customer base to effectively communicate the firm's upcoming event and, in a broader effort to increase Web site traffic, to transform visitors into buyers through the firm's persuasive value proposition.

## Novo Solution

Novo met with the client to determine its marketing challenges, target audience, key marketing messages, and business goals. We concluded that the overall approach to the email marketing campaign was strong, and that the firm had an intriguing design, extensive customer list, and efficient delivery method, but the most important aspect of the mailing—the copy—was not turning "looks into clicks."

Novo's solution was simple: We wrote dynamic and compelling copy that appealed to both the broad and specific interests of the firm's customer base. While the firm's previous emails included information it wanted to communicate to its existing customers, the copy did not effectively compel them to take that crucial extra step of clicking through to see the firm's offering.

## Performance

Novo's writing, coupled with the firm's email marketing system already in place, was a huge success. The marketing email written by Novo had a response rate that was 2.5 times greater than previous marketing emails initiated by the company. As a result, the firm realized not only an increase in interest, but an increase in sales.

The effectiveness of Novo's marketing email was immediately apparent. The email generated massive interest in the firm's services, as evidenced by the fact that it was its Web site's number one referral source at a rate of 29.4%.

## Conclusion

Novo's influence on the firm's overall marketing strategy is far-reaching. The firm has indicated its intention to continue to partner with Novo to enhance its marketing efforts and continue to drive customers to its Web site. The firm's founder and CEO said, "Our initial concern was mainly to get the word out about our latest event. After engaging Novo, we realized the benefit of having a professional copywriting firm onboard to help us energize our loyal customer base on a regular basis to visit our Web site and purchase our services. Novo's marketing writing expertise is invaluable to us, so we look forward to working with this firm as we continue to revamp and improve our marketing strategies."

