

## CASE STUDY

### Novo Writing

# Email Marketing

Novo Writing is a full-service copywriting firm specializing in marketing. We bring creative thinking, persuasive writing, and tangible results together to promote clients as forward-thinking leaders in their industry. Our strategic copywriting solutions help clients:

- Reach their target audience quickly and more effectively
- Communicate their brand and value to the marketplace
- Sell more products and services

We write copy tailored to meet the unique needs of every client.

Novo Writing's integrated, comprehensive copywriting services include:

- SEO copy
- Web site copy
- Article marketing
- Email marketing
- Brochures
- Press releases
- Blogs
- Case studies
- Ads
- White papers
- Proposals
- Sell sheets/product sheets
- Direct mail
- Sales letters
- Newsletters
- Bios

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### Business Challenge

Jackie Nagel, Inc. was not receiving the desired response from its email marketing campaign. The firm 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 well received brand and service offerings.

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

### Novo Writing Solution

Novo Writing met with Jackie Nagel, Inc. 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. Unfortunately, the most important aspect of the mailing—the copy itself—was not turning “views into click-throughs” and, ultimately, new customers.

Novo Writing's solution was simple but effective: We wrote dynamic and persuasive 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 compel them to take that crucial extra step of clicking through to see the firm's service offering.

### Performance

The marketing email written by Novo Writing had a response rate that was 2.5 times greater than any previous marketing emails initiated by the firm. As a result, Jackie Nagel, Inc. realized not only an increase in interest, but a boost in sales.

The effectiveness of Novo Writing'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 Writing's influence on Jackie Nagel, Inc.'s overall marketing strategy is far-reaching. The firm has indicated its intention to partner with Novo Writing to enhance its marketing efforts and continue to drive customers to its Web site. Jackie Nagel, founder and president, said, “Our initial concern was mainly to get the word out about our latest event. After engaging Novo Writing, 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 Writing's copywriting expertise is invaluable to us, and we look forward to working with them as we continue to revamp and improve our marketing strategies.”

