

EMAIL MARKETING

# Case Study

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A&S Creations

I have known Akshar for the past 9 years (when he was working with Genesis Burson-Mastellar) and have been taking his email marketing and other web-related services ever since he started working on his own (in 2008).

When we brought Suunto India to we were looking for someone who could help us establish the Suunto brand solidly, mainly in retail... so Akshar was the first choice for all kinds of online marketing exercises. First I gave him an opportunity per his face value - but in due course he has shown his knowledge and expertise. His contribution towards taking Suunto to the next level in India is commendable.

I think he is someone you want to work with (if you are serious about building & growing your small business)

Sumit Sabhwarwal

*Director*

A&S Creations

That's how **Suunto** scored

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## The background –

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- It was in 2009, when A&S Creations – a well-established Delhi-based importer & retailer of world's best brands like Garmin and Salomon brought Suunto to India.

Suunto is world's leading company that produces and markets sports precision instruments for diving, training and outdoor sports.

- The challenge faced by A&S Creations was to market Suunto in India within limited budget. The marketing had to be creative and in sync with Suunto International's brand philosophy.
- With the launch of Suunto, A&S Creations wanted to take their relationship with existing customers to the new level and at the same time they wanted to make room for new customers with the same passion.
- Another challenge was to find a medium with which they could constantly update their customers about the latest product changes, new product launches and various other events taking place at the company, and at the same time measure their level of participation and engagement.

## And this was the solution offered by Centronics –

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### 1. CARRIED OUT EMAIL DATABASE OPTIMIZATION –

When A&S Creations approached us to handle their online marketing strategies, they had various online activities going on, but haphazardly.

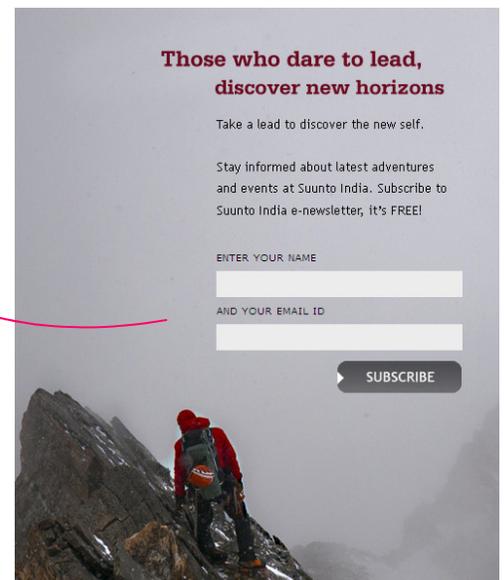
Using our unique approach that had already worked wonders for other clients, we made strategic improvements in the way they were building their mailing list and streamlined their email marketing and social media presence.

### 2. CREATED A SYSTEM OF DATABASE GROWTH –

The bigger your email list is, the higher the impact on your business. The more targeted it is, the higher is your conversion rate. Keeping this principle in mind we created a system that facilitated a constant growth of their mailing list. We executed the following tasks in order to achieve our objective

- Trained the back-office team to ask for email addresses from past, present and prospective customers at every point of contact
- Streamlined the e-mail address capturing mechanism at the company's Facebook fan page

Below are showcased some of the e-mail marketing campaigns that were carried out for the various A&S products:



## The Portfolio

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## Sequential campaigning (Valentine Day offer) –

1

She knew

Your heart skipped a beat when she said she loves you too



Like us on facebook

Beats Per Minute

SUUNTO

This Valentine Season gift your loved one a Heart Rate Monitor and see how heart beats in the rhythm of true love.

Suunto HRMs are available at "Helios - The Watch Store" by Titan in select cities

2

She knew

Your heart was beating profusely before your first kiss



Like us on facebook

Beats Per Minute

SUUNTO

This Valentine Season gift your loved one a Heart Rate Monitor and see how heart beats in the rhythm of true love.

Suunto HRMs are available at "Helios - The Watch Store" by Titan in select cities

(1) TEASER

(2) BUILD-UP (reminder) email

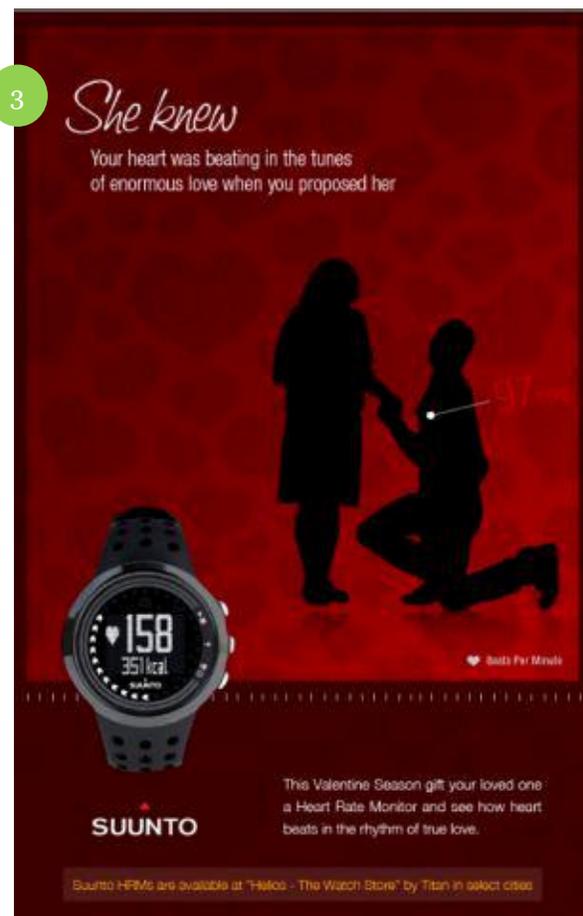
(3) CLOSING / CONCLUDING email

It normally takes 5-7 relevant communications to convert browsers into buyers... putting this principle into action we used a series of email campaigns to promote Suunto's new Heart Rate Monitors.

3

She knew

Your heart was beating in the tunes of enormous love when you proposed her



Like us on facebook

Beats Per Minute

SUUNTO

This Valentine Season gift your loved one a Heart Rate Monitor and see how heart beats in the rhythm of true love.

Suunto HRMs are available at "Helios - The Watch Store" by Titan in select cities

## Suunto in Retail Announcement –



**SUUNTO**

# LET'S CELEBRATE

**SUUNTO WATCHES NOW AVAILABLE IN RETAIL STORES ACROSS THE COUNTRY**

This festival season wear the festive mood and its spirit. Now you can choose from a wide range of Suunto watches. **A&S Creations** is happy to announce that Suunto watches are now available in retail stores across the country. Be it a heart rate monitor or watches with ABC (Altimeter, Barometer, Compass) you can find us at **HELIOS - The Watch Store**.



For more information, please call:  
Neeraj : +91 97119 44475  
Laghu : +91 99997 69287

Or, visit our website  
[www.suuntoindia.net](http://www.suuntoindia.net)

Suunto watches available at:

 **HELIOS**  
THE WATCH STORE

South Ex., New Delhi. Ph: 011 - 46631502 / 504  
Linking Road, Mumbai. Ph: 022 - 42951051 / 52  
Koramangala, Bangalore. Ph: 080 - 41101781

Season's greetings. We wish you a fun-filled, thrilling and more adventurous 2012.

This campaign announced Suunto's entry into the retail business and targeted customers needed to know that they could purchase the Suunto range of products in various major stores across the city. More than introducing products and using a strong marketing message, this campaign was practically an announcement. You can call it an information dissemination campaign.

# Now in India! SUUNTO VECTOR HR



Launched the email campaign for Suunto's Vector HR (an icon among mountaineers. it has won numerous awards since it was launched).

www.ascreations.in

## SUUNTO VECTOR HR STORY

The Suunto Vector HR is your tool for peak performance, whether you're already on the mountain or training to get there.

Armed with an altimeter, barometer, electronic compass, and heart rate monitor, you'll have the information you need to make responsible decisions in the great, vertical... [read full story]

## FEATURES

- \_ Heart rate monitor
- \_ Suunto Comfort Belt
- \_ Altimeter with vertical speed measurement
- \_ Barometer with pressure difference measuring
- \_ Compass with leveling bubble
- \_ Multiple watch functions, dual time
- \_ Light plastic housing in a selection of colors
- \_ User replaceable battery

brought to you by:

**A&S Creations**

8/1, Ground Floor, West Patel Nagar

New Delhi - 110008, INDIA

To grab your Vector HR, call:

**+91-9999769287**

**+91-9313556548**



GPS position: 89° 30.3 83'N 78° 39.417'W  
Distance to North Pole: 37.0 miles  
Bearing: 327° NW  
Sunset: 4 weeks, 2 days, 27 minutes



#### SUUNTO X10 GPS

Kari Poppis Suomela on day 68 of his 3-month expedition to the North Pole. "Stretching in front of me was a wide, empty, frozen ocean. These are conditions where finding your way is vital, and I truly appreciated the possibility of turning on the GPS on my Suunto for a moment, just to reassure myself that we are on the right track." For more details about his amazing journey and the new Suunto X10, check out [www.suunto.com](http://www.suunto.com) Because life is not a spectator sport

  
**SUUNTO**

## Sale & Special Offers –



**MEGA SUUNTO  
SALE  
HAS ARRIVED!**

**FLAT 25% OFF. LIMITED STOCK.**

Limited period offer.

Grab your watch before somebody else grabs it. Visit [Gadgets.in](http://Gadgets.in) to buy online or contact us for more info on Suunto Mega Sale '09. Call now:  
0 931 355 6548 - Laghu  
0 981 118 4437 - Sumit

Brought to you by:  
**A&S Creations**  
[www.ascreations.in](http://www.ascreations.in)



**SUUNTO ELEMENTUM VENTUS**  
The perfect complement to the perfect yacht. A highly sophisticated sailing timepiece, the Ventus is a must-have extension to one's on-board equipment and on-shore lifestyle.

**Functions:**

- Time, Date, Alarm
- Backlight
- Barometric pressure trend graph (12 h)
- 3D compass
- Sailing timer
- Chronograph
- Log: 24 h baro. graph

Discover the complete collection at  
[www.suunto.com/elementum](http://www.suunto.com/elementum)



**MEGA SUUNTO  
SALE**

**FLAT 25 % OFF LIMITED PERIOD OFFER**

A&S Creations presents the first ever **Mega Suunto Sale 2009**. It is a limited period and limited stock offer, so grab your Suunto wristop computers before somebody else grabs it. To see the discounted prices [click here](#). To learn more about Suunto Mega Sale '09 call now:  
**0 9313 55 65 48 - Laghu**  
**0 9811 18 44 37 - Sumit**

Making a compelling visual case for the brand without an overt sales pitch to a lot of people, the term “email marketing” automatically conjures up images of an email intent on one thing - selling. In actual fact, there are a number of types of email communications you can pitch to your clients, some of which are not directly sales related but can certainly contribute to their bottom line in other ways.

## Email campaigns for event marketing –



Hello Champions!

We are delighted to announce the **results of A&S Creations - Suunto lucky draw** held on Sunday, September 20th, 2009 (at Gurgaon).

Out of 34 participants entered into the lucky draw NITIN KOHLI (residence of D-33, Gulmohar Park, ND - 110049) has been chosen as the winner of A&S Creations - Suunto lucky draw.



Nitin you have won Suunto X3HR (an easy-to-use and versatile wristop computer for both people with active lifestyles and athletes who train systematically to achieve goals and actively monitor and analyze their performance).

### Congratulations Nitin!

As a formal procedure please call us and verify your personal details which you had shared with us during lucky draw participation and after verification we will send your Suunto X3 HR wristop computer at your residence. You can contact Suunto manager Mr. Laghu Agarwal at 09313556548 or 011-45037658.

Warm regards,

Sumit Sabharwal  
Director  
A&S Creations

[click here to see event photographs](#)



A&S Creations  
(Master distributor of Suunto in India)  
8/1, Ground Floor, West Patel Nagar  
New Delhi - 110008, INDIA

Tel: 011-45037658  
Fax: 011-45037659  
Mobile: 09313556548  
Email: laghu@ascreations.in

For all Suunto wristop computer please visit us at [www.ascreations.in](http://www.ascreations.in)

Launched email campaign for Suunto's Vector HR (an icon among mountaineers and has won numerous awards since it was launched in 1998).

# Taking Email Marketing beyond the Inbox –

Suunto India FACEBOOK fan page



We integrated Email Marketing with Social Media to drive traffic to the website and increase the possibility of leads acquisition.

Due to this strategy LIKES on the official Facebook fan page of Suunto India grew from 10 to 1400+ in a span of just 3 months. It also helped the company reach out to the new customers as people started sharing these update with friends and relatives.

1,485 LIKE increased by 50%

On your wrist, soon.

You will be first to hear about the "New" Suunto Ambit, coming this summer. Powered with latest software it is world's first full-featured GPS for Explorers. It is made to inspire your next adventure.

SUUNTO

Brought to you by: A&S Creations, The sole distributor of Suunto in India

Email Marketing & Social Media integration

## Email Campaigns for **Other Brands**

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# PRESENTING THE NEW BREED!

Salomon's new **Collection 2012** has arrived. Grab a pair for you today!



XR MISSION



X TRACKS MID GTX



X TRACKS MID GTX



X TRACKS MID GTX

If trails are part of your training program, these are your shoes. Light, flexible, unbelievably comfortable & yes as tough as you are. All these shoes come with Advanced chassis technology, Sensifit with quicklace uppers, specific contagrip soles for every surface, and proven Salomon fit.

To learn more about the **complete range** of **Salomon 2012 collection**, please call us on +91-9999769287/88/89 or email us at [sales@ascreations.in](mailto:sales@ascreations.in).

## A&SCREATIONS

6/7, Ground Floor, West Patel Nagar, New Delhi - 110008, India.

Tel: +91-11-45037658, 45789911-18(8 Lines) | Visit us at [www.ascreations.in](http://www.ascreations.in)



## // Navigate the Great Outdoors //

A&S Creations is proud to associate with Himalayan Car Rally in providing Garmin GPS systems to its participants.

Further, we are delighted to present all-new Garmin GPSMAP 76CSx - a high-sensitivity GPS receiver, which acquires satellite signals quickly and tracks your location in challenging conditions, such as heavy tree cover or deep canyons. You can use the built-in electronic compass to view bearing information even while you're standing still, and the barometric altimeter tracks changes in pressure to pinpoint your precise altitude. You can even use the altimeter to plot barometric or ambient pressure over time, which can help you keep an eye on changing weather conditions.

The 76CSx's bright, color TFT display makes it easy to distinguish details on the screen in any kind of lighting. And, like the rest of the 76-series, 76CSx is IPX7 waterproof and even floats in water.

We have these accessories also:



GA 27C low profile remote automobile antenna



Vehicle power cable

We have also tied up with RAM-MOUNT (world leader in mounting systems & solutions)



To help you find your way through the wilderness with the GPSMAP 76CSx we are giving the devices with following RAM-MOUNTS:



RAM-B-138-GA14U



RAM-B-174-GA14U

We also have RAM MOUNT magnifier also:



RAM Big Screen Magnifier RAM-MAG-1

RAM Diamond Base RAM-B-238

Also see: RAM COMPOSITE twist lock, suction cup mount, composite twist lock suction cup mount consists of a 3.25" suction cup locking base and diamond plate end. The mount is designed with a RAM 1" diameter patented rubber ball and socket system that has adjustment point at the cradle plate and base. Simply attach the suction cup base to the windshield of your vehicle for an easy and safe way to view your device in your vehicle. Rubber ball and socket technology allows for almost infinite adjustment and perfect viewing angles. RAM's patented design also dampens shock and vibration helping to extend the life of your mobile device.



Feeling interested?

Call us at

**9313556548 / 9811184437**

or email us at

**laghu@ascreations.in**

**A&S Creations**

8/1, West Patel Nagar, New Delhi - 110008



*Now arriving stress free is easy & affordable*

A&S Creations is proud to announce newest expansion to better serve our customers, GPS rental services.

**GPS on rent**

Having a GPS device makes your travel a lot simpler and life less stressful while you are on a family vacation or a business trip or may be simply taking a road trip to unfamiliar areas. It even comes very handy when you have a newly hired cab/limo/delivery driver or if you are relocating to a new city. But unfortunately Cars/Cabs rental companies do not provide a GPS unit usually. And you can not buy one when you need it just for a few days. So, what to do?

Not a problem any more!

We have the solution.

Yes, now if you need a GPS device for short business or pleasure trips to new places or if you are wishing to experience one before purchasing it, you can easily rent it from us at a very affordable price.

Interested?

Call now at :+91-9811184437 / 9313556548 or email at laghu@ascreations.in.

A&S Creations, 6/7 Ground Floor, West Patel Nagar, New Delhi – 110008 INDIA

Garmin Ltd. (NASDAQ: GRMN), incorporated in Schaffhausen, Switzerland, is the parent company of a group of companies founded in 1989 by Gary Burrell and Min Kao (hence the name GarMin), that develops consumer, aviation, and marine technologies for the Global Positioning System. Its subsidiary Garmin International, Inc. serves as headquarters for the Garmin Limited companies and is located in Olathe, Kansas in the United States.

## The Result

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## The results –

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Eventually it's the performance, the end result that matters. So how did our email marketing and social media marketing campaigns fare. See the results below.

- A&S Creations' relationship with key customers saw a marked improvement. People started recognizing brand Suunto in India and it helped in sales.
- Brand recall increased. With less money spent on ad & with strategy email marketing Suunto was welcomed by various retail stores.
- With active database optimization we succeed to keep the bounce-back rate low and that helped in getting more leads.
- The email open rate remains as high as 25%, which is 6% higher than industry standard.
- Email marketing directly and indirectly helped A&S Creations in social media branding also. Integration of both the mediums helped the company get more online fans and spread the buzz.
- Obtaining feedback from customers was a breeze – as innovators and producers businesses know how costly it can be to manufacture expensive items without a medium to get direct feedback from actual customers. Using email marketing campaigns and email feedback mechanisms, targeted customers could directly communicate their preferences, and this consequently,

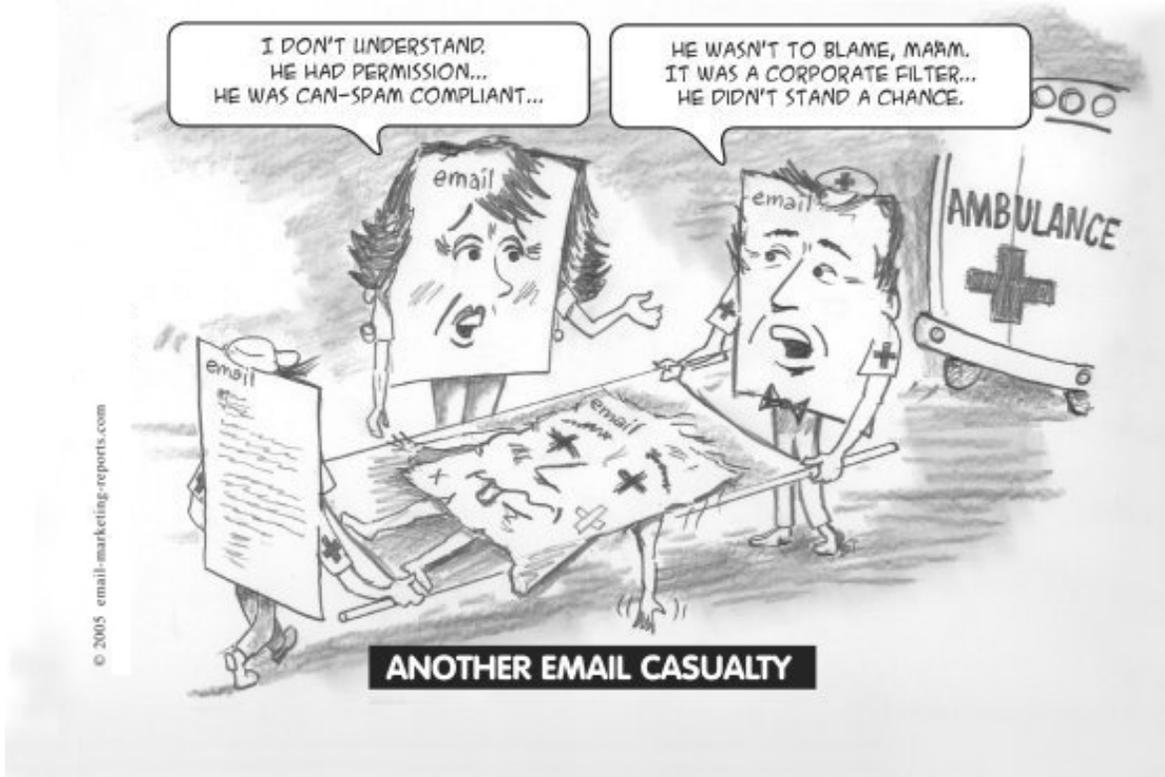
brought down marketing and packaging costs.

- Repeat traffic to the website increased manifold
- Customers were well-informed much before they took the purchasing decision or visited a retail store. Due to sustained communication via e-mail marketing campaigns, by the time targeted customers came across Suunto range of products on the website as well as retail stores, they were already familiar with the features of the products and hence, were more eager to make the purchase.

#### **Conclusion –**

**The primary purpose of an e-mail marketing campaign is to send timely updates to your prospective customers and clients, increase recall rate, establish a sustainable communication channel and increase traction for the brand, and we were able to achieve all this for A&S.**

On the lighter side :-)



# Free resources to help YOU succeed

## FREE EBOOKS –



1. **Emailicious** (my free ebook on Email Marketing – a real world story of how an entrepreneur turned around his small business completely by implementing a kick-ass email marketing strategy formulated by yours truly) -- <http://www.centronicssupport.in/emailicious.php>
2. **Website Talkies** (a free ebook on how an enterprising business owner turns around his business by being proactive and redesigning his website) -- <http://www.centronicssupport.in/website-talkies.php>
3. **Take That Plunge!** (a short and inspirational read on my own half-baked entrepreneurial journey) -- <http://www.centronicssupport.in/take-that-plunge.php>

## FREE E-COURSES –



1. **How to Build a Website that Works** (Learn all the finer points about building website that really works) -- <http://www.centronicssupport.in/ecourse-how-to-build-website-that-works.php>
2. **Beginners Guide to Email Marketing** (an introductory course on permission based email marketing) -- <http://www.centronicssupport.in/ecourse-beginners-guide-to-email-marketing.php>
3. **Hot Response Email List Building Secrets** (an unique course revealing secrets known to professional email marketer on how to build email database fast) -- <http://www.centronicssupport.in/ecourse-hot-response-email-list-building-secrets.php>



See all here <http://www.centronicssupport.in/free-resources.php>

