

EMAIL MARKETING

Case Study

ARB Bearings Ltd.

Hi Akshar,

I hope by now you know that I am quite a demanding client... despite very brief inputs from our side you have delivered all email campaigns with great care and attention. It is indeed a great job.

Compared to last year we got pretty decent traffic to our stall at AUTO EXPO event... good you had suggested and sent sequential email campaigns to improve the traffic. People did turn to our stall.

And I am also getting good response from your LinkedIn marketing services too.

Keep up with this good work!

Kind regards,

Madan Singh

General Manager

ARB Bearings Limited

The Email Marketing Story

The background –

- ARB Bearings is among India's prominent engineering companies.

Headquartered at Delhi, the company has carved a niche for itself in various segments ranging from automobiles to industrial machinery to household appliances.

- The company was finding it difficult to keep in touch with its customers on an ongoing basis. There was no set mechanism in place to inform customers about new product launches and about other important updates. Whatever the in-house team was doing was not sufficient, and above all it was consuming more time & energy while being less effective. And most of their emails were being consigned to SPAM folders
- Though they were advertising across India there was no system in place to remain in touch with the company's international clients (FYI – the ARB Bearings brand is registered in 60 countries)... so the ARB management was looking for an online marketing solution that could help them effectively spread the word around among their customers while keeping the budget within bounds. By "keeping the budget within bounds" we don't mean that they were looking for cheap services, but they were certainly looking for a service provider who could deliver a performance proportionate to the expense involved.

- That's when we were contacted to explore the potential of our various online marketing solutions. After studying their current marketing strategies / channels they used - we advised them to go for permission-based email marketing (which is one of the best marketing channels available today for improving customer relationship and increasing the possibility of lead generation.)

The PLAN that worked –

After understating their problem of not being able to keep in touch with their customers consistently and most of their newsletter campaigns ending up in people's spam folders we began with the following tasks:

1. FINE TUNING INTRO PRESENTATIONS –

We realized that their introductory communication and corporate presentation needed a complete makeover. It not only had poor designing & basic copywriting mistakes it also had words that spam filters consider as spam.

2. WEEDING OUT “SPAMMY” CONTENT –

We used special software that helped us identify what keywords or HTML caused problems. With this we could take corrective measures and recalculate the score until it reached an acceptable level.

3. CLEANING UP THE EMAIL LIST –

The next job was to collect all email IDS they had randomly stored in multiple places (Excel sheet, Outlook, Word files), merged them into a single file, got rid of duplicate records, and finally cleaned up the list according to the prevailing e-mail marketing standards. We also developed a system and trained the respective staff to manage the database and update it frequently.

4. ESTABLISHING A STEP-BY-STEP COMMUNICATION PLAN –

The single biggest mistake we see most marketers make is rushing the sale. They use the one-step model, which assumes that best way to get the sale is to "go for the jugular," so to speak, by trying to transform prospects into clients instantly.

This is known as “one-step marketing” because the goal is to convince the prospect to go directly from reading an ad to making a purchase or a phone call for more information - in just one step.

Sounds nice, but it doesn't work!

There is a marketing principle that says – if you really want to maximize your conversion rate (turning your prospects into paying customers and clients), you have to treat your marketing like you would any other relationship. It takes time to get to know someone - in this case, for your prospect to get to know you.

So we executed a step-by-step customer-friendly series of communications that let prospects get to know ARB more.

The Portfolio

Introductory email campaign –



Dear [prefix] [first name] [last name],

We have pleasure in introducing to you, ARB Bearings.

Incorporated in 1990, **ARB Bearings is India's leading & ISO/TS 16949 - 2009 certified bearing manufacturing company having 700 employees on roll. We have 4 manufacturing plants and manufacture more than 1200 sizes of bearings with production capacity of 8 million bearings per annum.**

Our annual turnover is USD 22 million - with a decent annual growth even in turbulent times.

Manufactured and tested in hi-tech plants with defect free products which sets to international parameters, our products are made for the long haul for various applications & industries - [click here](#) to learn more about ARB Bearings.

Through this email **we are exploring ways to establish a business relationship with your organization.**

Looking forward for a mutually rewarding relationship.

Regards,

Mona Kohli

Asst General Manager - Exports

Mobile: 00-91-98711576884

QUICK LINKS:

- [_ Company Profile](#)
- [_ ARB's History](#)
- [_ Product Range](#)
- [_ The Strengths](#)
- [_ Our Network](#)

HEAD OFFICE:

H-22, Udyog Nagar
New Delhi - 110041
INDIA

T: + 91-11-25471274/ 25471255

F: + 91-11-25475455/ 25470126

E: export@arb-bearings.com

W: www.arb-bearings.com



Along with a HTML introductory email – we also redesigned ARB's corporate presentation.

Teaser email campaign –



The graphic features a blue background with a close-up image of a bearing on the left. The text "IT'S COMING" is prominently displayed in white, followed by "In your mailbox. Soon." Below this, a message promises a "Useful update on new product launches, industry news, happenings, events & more." The ARB Bearings logo is centered at the bottom, with the tagline "An ISO/TS 16949 - 2009 Company" underneath. A red horizontal bar is positioned above the logo. The footer contains the company's address, phone, fax, email, and website information.

IT'S COMING

In your mailbox. Soon.

Useful update on new product launches,
industry news, happenings, events & more.

ARB[®]
BEARINGS
An ISO/TS 16949 - 2009 Company

H-22, Udyog Nagar Nangloi, New Delhi - 41 . Tel: +91-11-2547 1255, 2547 1274, Fax: 2547 5455
Email: info@arb-bearings.com, Web: arb-bearings.com

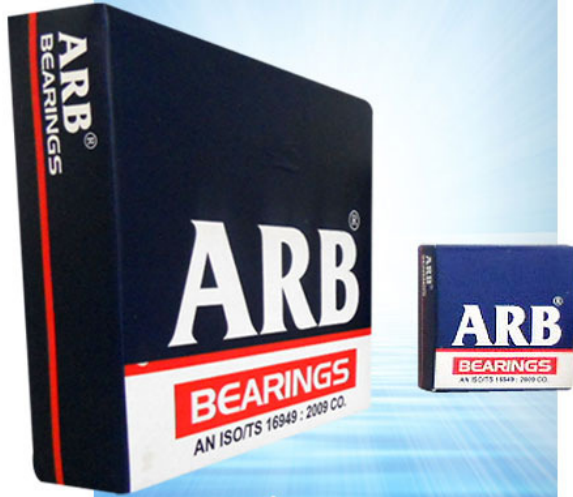
This was the first email campaign that we sent. The idea was to create initial buzz and also to check bounce backs so that we could correct the bouncing email IDs before we started sending the actual emails.

New Product / Packaging Launches –

CHANGE
FOR THE FRESHNESS. FOR THE FUTURE. FOR YOU!

Change is inevitable and is part of (corporate) life. It brings Freshness, gives scope to New Ideas and at the same time Consolidates the Brand with the end user further.

So, ARB Bearings is changing the look of product packagings. In coming days you would get ARB Bearings quality products in new stylish packaging. It is for good, it is exclusively for you.



ARB BEARINGS
AN ISO/TS 16949 : 2009 CO.

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NEW
WORLD CLASS QUALITY BEARINGS

Four-row Tapered Roller Bearings

Specially designed and manufactured **Four-row Tapered Roller Bearings** mainly used for rolling mill. ARB Bearings produces an extensive range of **Four-row Tapered Roller Bearings** with modern NEW designs, improved load distributions and many other features.

Contact Now to ORDER!
CUSTOMIZE DESIGN OPTION AVAILABLE

Two-row Tapered Roller Bearings

International standard quality **Two-row Tapered Roller Bearings** manufactured by ARB Bearings suitable for heavy vehicle wheels and are available in a variety of configurations.

Contact Now to ORDER!
CUSTOMIZE DESIGN OPTION AVAILABLE

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We used email marketing to showcase new products being launched as well as the recent packaging developments. It helped the company create a buzz that in turn converted into few enquires. Though the ratio of leads was not very high it was indeed appreciable.

Email marketing is not rocket science. If done correctly, email marketing can help you improve customer relationship, give your brand more exposure and increase the possibility of generating more leads.

Please read our FREE ebook on how email marketing can help your business grow here: <http://www.centronicssupport.in/free-resources.php>



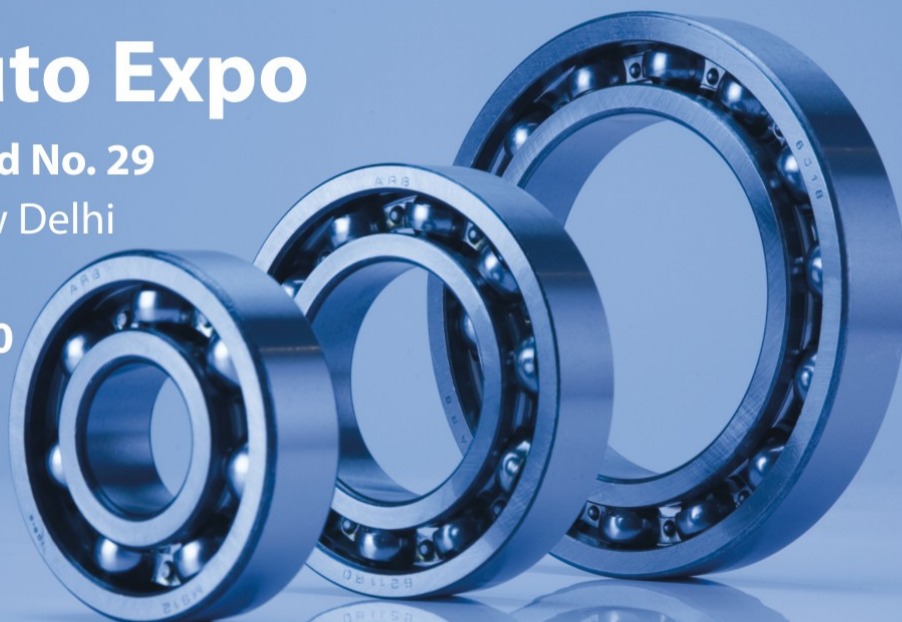
cordially invites you to

the 10th Auto Expo

at **Hall No. 18, Stand No. 29**
Pragati Maidan, New Delhi

5th - 11th Jan. 2010

10:00 am - 6:00 pm



ARB Bearings Ltd.

H-22, Udyog Nagar Nangloi, New Delhi - 110041 (INDIA)

Tel: 91-11-25471255, 25471274 Fax: 91-11-25475455 Email: arbltd@del2.vsnl.net.in Web: www.arb-bearings.com

Due to a proactive marketing approach ARB Bearings conducts / participates in various events to nurture relationships, close deals and educate colleagues and prospects. They realize the importance of real-life interaction, but they were not communicating the details effectively, about the event they wherein...

With strategic use of email marketing to talk about events & conferences that ARB Bearings does – they have improved the traffic and interest of their target audience.

This page contains a few event invitation they had send in recent past.

Shanghai Everbright

Convention & Exhibition Centre

21st September – 24th September 2010

Stall No : **2B05** | West Hall, First Floor

quality, strength, power, precession & passion

of

INDIA

calling



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Communication for Dealers & Associates –


claim your international trip – as you achieve the target for 2011 !



The great efforts and calming influence of our associates help propel us in our journey. And in return we reward them all with Attractive Incentives like **FREE Tour**.

This time who all performed **extraordinary well** and exceeded company's sales target expectations got a chance to visit **BANGKOK**. And you guess it right, **everything paid by the company**.

Click here to view photographs for this year's trip



In the next trip **you could be a part** of this **celebration of life!** Just contribute to solidify our organizational capabilities. Just achieve our targets and you would be a part of this party.


Bon Voyage!

Team ARB :)

Endless Events... and Opportunities

At ARB Bearings every moment is special and eventful. It is our pleasure to inform you about two such happening events.


Dealers Meet, New Delhi



Reiterated ARB's commitment of 'inclusive growth'. The dealers meet was an eventful gathering powered with intellectual quotient.


[view photos](#)

Intec 2010 Exhibition



very well received by the visitors and industry experts, the **Intec 2010 Exhibition** has turned out to be one of our most successful exhibition to date.

[view photos](#)



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For a manufacturing giant like ARB it's just not possible to establish a close relationship with each and every customer. That's why they rely on their dealer network to give each customer direct attention and all the additional accessories he or she needs.

To attract more participation from dealers the company decided to communicate more often (mainly about new trends and benefits of selling more). They used email marketing to communicate with those dealers who were not active...



At ARB Bearings every moment of the life breaths fun & enjoyment.
Happy moments and quality team events are part of corporate culture. We understand that a corporate Republic life without classic entertainment events is a complete anomaly. And hence, we celebrate and makes sure each day of our corporate life passes with same enjoyment in-house or out door.



click
here
to see
more
photos



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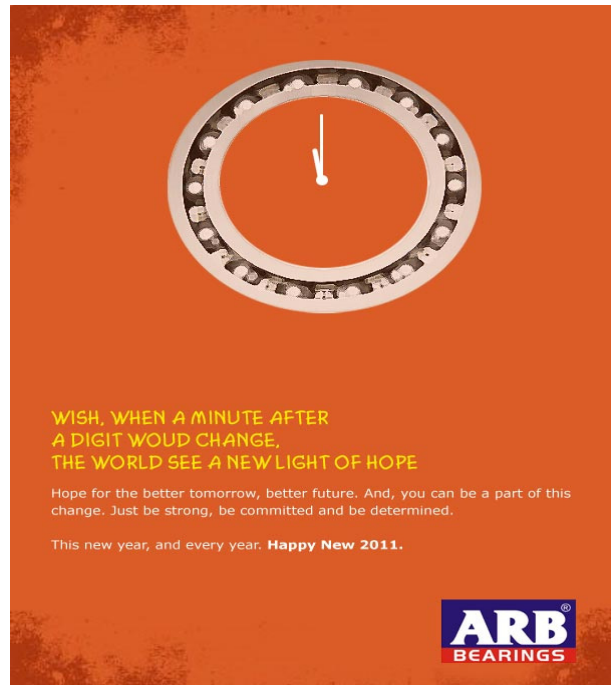
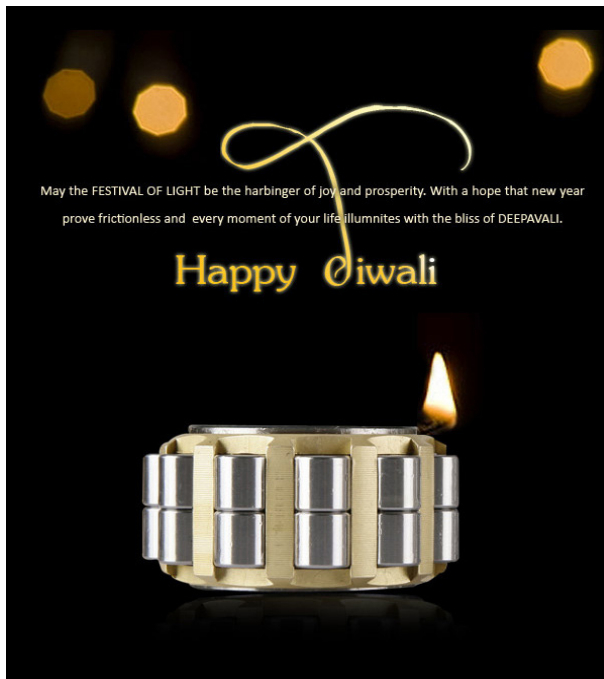


click
here
to see
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wishes you HAPPY REPUBLIC DAY
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Fax: 2547 5455 Email: info@arb-bearings.com Web: arb-bearings.com

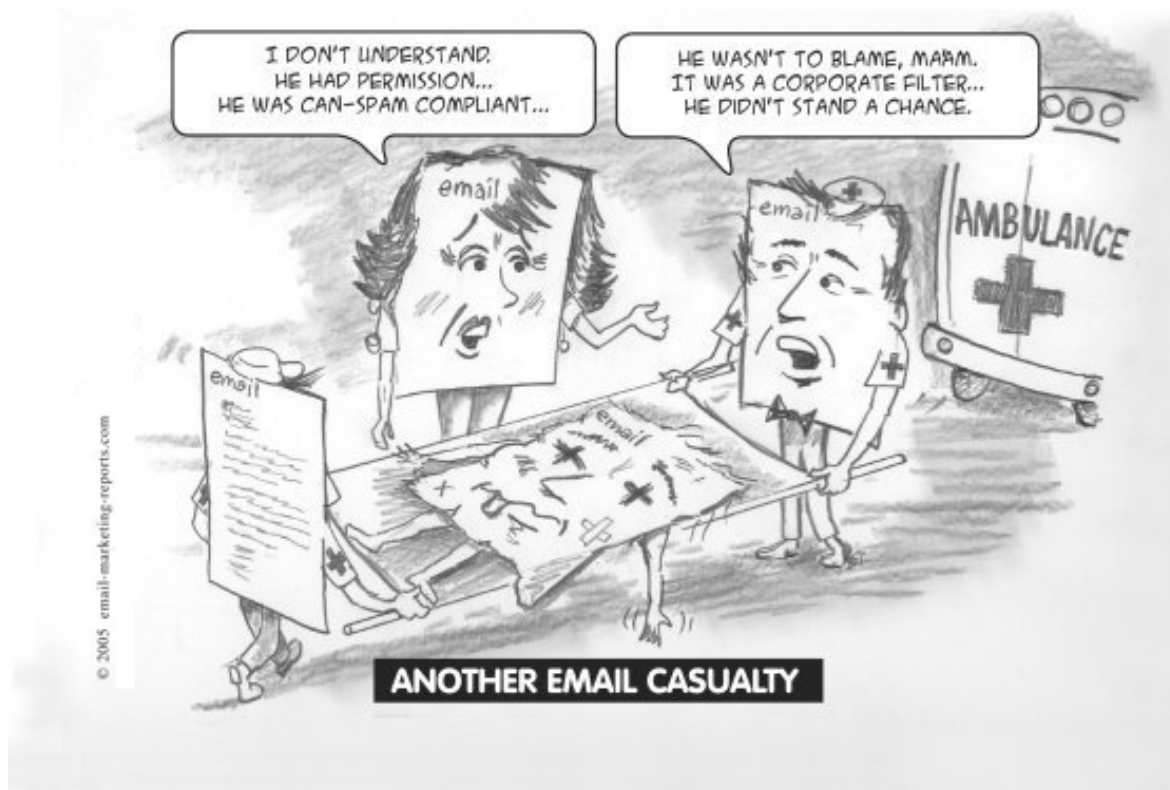


The Results

The results–

- The website launch campaign increased traffic to ARB Bearings' new website (approximately by 30%)
- The open rate (*percentage of contacts who opened the message*) improved significantly and it was way over the usual open rate. In fact the first few communication received a high open-rate of 22-24% (normal open-rate falls between 16-18%)
- The SPAM complaints were zero & opt-outs were insignificant (less than .1%)
- Bounce-backs and rejections were lower than the industry standards
- Enquiries for dealerships / product demos were received
- Constant communication with target audience has paid off immensely in terms of improved relationship with customers, more dealership enquiries and a performance boost among existing dealers.
- With ARB Bearing's reoriented e-mail marketing campaign their brand penetration and dealership performance have experienced a marked improvement. The level of the overall trust and loyalty has been strengthened. The customer response rate as enhanced and due to direct input from customers product development and modification has become a quicker and cost-effective process.

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>

