



NZ Marketers maximise  
their email marketing  
results with Jericho

## Knowledge best fertiliser for customer growth

NZ Gardener has discovered that when it comes to growing a crop of new customers, knowledge is the best fertiliser.

### The Brief

The client was looking to grow NZ Gardener's magazine readership by "growing new gardeners".

"NZ Gardener has been published since 1944 and is the premium magazine that experienced gardeners turn to for information and inspiration. However, our reputation as a specialist title can be intimidating for novices. We were looking for a way to introduce our brand to our future readers: those new gardeners starting from scratch."

Traditional methods of advertising were either too expensive or too hit and miss for the NZ Gardener budget. NZ Gardener recognized that gardening and growing your own food was enjoying a renaissance and that many people would be looking for information on how to do it. These gardeners are generally younger, tech-savvy and looking for instant answers.

The aim here was not to sell product via a newsletter but rather to provide information to a knowledge-thirsty audience that in turn would likely convert into magazine sales.

### The Solution

NZ Gardener decided to launch a weekly email newsletter that acted as a 'companion' for new vege growers.

Called Get Growing, NZ Gardener's email was despatched each Friday and focused on practical tips and tasks for the weekend, together with special offers, competitions, recipes and the opportunity to ask New Zealand Gardener magazine's experts for free advice. Sign up was free. Viral activity was encouraged.

### Results

NZ Gardener set a target of growing the database from scratch, to 10,000 by the end of 2008.. Subscribing was not incentivised with competitions or offers.

"We wanted to know that every person who signed up to our Get Growing campaign was keen to learn and wasn't simply trying to win a prize," says Lynda Hallinan – Editor, NZ Gardener.

The 10,000 subscriber goal was reached 5 months ahead of schedule, The unique open rate for the newsletter inconsistently averaged over 50% {compared to industry average of 22%}.

"From the outset, Jericho's SmartMail system was easy to understand and easy to use," says Amanda Stonex – Online Manager, Fairfax Magazines. "We could load content, test and mail simply and confidently, knowing that our emails would arrive at the intended in-boxes, looking the way we intended."

Smartmail automatically adds new subscribers and provides accurate data about the source of referrals. "The database pretty-much built itself," recalls Stonex.

"We could focus our energies on creating great content knowing that that our system for deploying that content was working without a hitch. I can't tell you how much easier that made our lives."

"Get Growing has exceeded our expectations on every level," adds Hallinan. "The e-newsletter has built a strong, interactive audience who have previously not encountered our brand. As a bonus, we have converted a significant percentage of Get Growing readers to paid customers of our printed products: both NZ Gardener and our special collector's editions. Within 12 months, Get Growing has turned into a profitable brand in its own right and the e-newsletters were also repackaged and printed in the form of a Garden Diary as a Christmas gift product."

### The Last Word

*To be truly effective in growing your database, it's imperative that you provide real value to your readers. Focus on what's in it for them and you'll grow more than your customer base, you'll build awareness and great loyalty to your brand."*

*Antonia Joe, Fairfax Magazines.*

### Success Scorecard

Client Objectives met	Yes
Open rate*	1450%
Click-through rate	50%+
Re-open rate	50%+
Client	extremely satisfied

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### Readers' fruit and veg gardens

In a recent competition in *Get Growing*, our [free weekly e-newsletter](#), we asked you to share your veg patch photos with us. Here's the pictorial proof of your passion for homegrown fruit and veges!



**Durise MacKenzie of Hamilton** says, "We were inspired by an article in your magazine earlier in the year to make garden beds for the kids. Now they each have one that they have painted and planted. They get so excited to see veges ready to pick, they also help out with the rest of the garden. My 7-year-old has even decided she loves broccoli now that she has grown it herself! And yes, that is a chookhouse. I made it myself for our 2 free range chooks. (Tell Lynda to shift to Hamilton). Thanks for the great ideas."



**Vanessa Riley of Timaru** is right into her gardening. "My lovely husband built me these raised veg gardens. To make things even better we found 2 shower doors at the recycle centre in Timaru (paid \$4 each) and these have worked like a green house effect helping to get the seedlings going. The gardens have really taken off and we are now eating our own lettuce, spring onions, chives and radishes. In a few more weeks we hope to have peas, courgettes and carrots."



**Linda Brunt of Paeroa** is a big fan of square foot gardening, as well as round tractor tyre gardening. "This is my second year and things are coming together really well." The original square foot gardening method was devised by Mel Bartholomew and comprises 16 grids (each a square foot), and

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### Dear #First Name,



Hi from Jane

Welcome to *Get Growing* for January 16. I imagine most of you are now reaping the rewards of your veg patch. In our office, for the past two weeks, we've been exchanging plums, blackberries, beans, tomatoes, silverbeet, lettuce, microgreens, potatoes, courgettes... and much more. The warmer weather has sent the garden into overdrive, but it also means the hose is getting a major workout. Citrus plants, in particular, need a good slurp of water in hot weather, as irregular watering may cause fruit drop. And if you don't provide enough water for your tomatoes, they could end up with rotten bottoms, also known as blossom end rot. If you're pinching off the laterals of your tomato plants, don't chuck them away. Use them to make an organic spray for pests. Plants belonging to the nightshade family (tomatoes, potatoes) have large amounts of compounds called alkaloids in their leaves. These compounds are water soluble and can be extracted by soaking the chopped leaves. Place laterals in a food processor, cover with water, add 2 tablespoons of cornflour and mix together. Strain before use. This mix is excellent on aphids and passionvine hoppers.

**Prize draw**



**WIN ONE OF 5 SETS OF OUTDOOR ROCK SPEAKERS.** Bring your garden and outdoor entertaining areas to life with music. Great for parties, BBQs or relaxing in the garden, these nifty rock speakers from Horticom (RRP \$69.95) are fully waterproof for year-round use. Installation is easy. Simply wire them into your existing Hi-Fi speaker ports and away you go. **We have five sets to give away this week. To enter the prize draw, email us and tell us what music (it could be bird song) you like to listen to while in the garden. Don't forget to include all your contact details so we can post the prizes out.**

**Look after your tomatoes**



Tomato care

- 1. Provide shade and moisture.** Tomato plants subjected to excessively hot, dry conditions will go into survival mode and shut down. The stomata (pores on the epidermis of the leaves) close up so that transpiration and respiration cease. Consequently the plant's leaves will wilt. And without adequate water, blossom end rot may also occur. Once the period of heat stress is over, and enough water is supplied, the plant will return to rigidity and its leaves will function normally again. So in extreme heat, provide afternoon shade... and water, water, water!
- 2. Slap on a hat.** Another consequence of extreme heat is sunburn. Where plants are subjected to too much heat and sunshine, without adequate water and foliage cover (which can occur when trimming off too many top laterals), fruit may burn, resulting in white or yellow patches and sometimes blisters on the fruit. To prevent this, provide continuous moisture and some shading. Mulching will also help keep moisture in the soil for longer.
- 3. Give your tomatoes breathing space.** Remove the lower leaves of your plants to allow more light, improve air circulation and deter disease. Keep the leaves higher up to protect fruit from the scorching sun.
- 4. Feed 'em.** Feed plants weekly or fortnightly with a liquid fertiliser (Tom A-

**Ask the experts**

*If you've got a question, we'll try to answer it. Email us your queries.*



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