



NZ Marketers maximise
their email marketing
results with Jericho

E-centric campaign ensures marketers' in the KNOW

A switch to e-focused marketing activity has delivered outstanding results for Positively Wellington Tourism (PWT).

By making email the focus of marketing activity rather than a support medium, Positively Wellington Tourism's KNOW e-newsletter has taken on a life of its own.

The Brief

Previous high-spend campaigns using traditional advertising media - billboards, posters and radio, had failed to boost foot traffic in the city. These earlier campaigns had focused on a 'get downtown now' message. This time, the team decided to take an informational approach by providing a reason (or reasons) to visit downtown Wellington while leaving it up to the audience to decide exactly when or how.

E-marketing was a natural, cost-effective choice to deliver information-heavy content on a regular basis.

PWT wanted an in-house email solution that could deliver reliable, in-depth reporting as well as manage bounce-backs, new subscriptions and unsubscribes automatically.

"We approached Jericho because they already manage a number of our other newsletters," says PWT online marketing coordinator Tina Narsey. "We knew that with SmartMail, we could be confident that our emails would be delivered, and that that the back-end reporting was really sound."

The Solution

KNOW is a subscription-based fortnightly e-newsletter aimed at keeping Wellingtonians up to date with what's going on in the entertainment, fashion, cultural and social scene downtown.

Jericho developed a flexible newsletter template, using PWT's existing creative designs to really promote the concept of 'being in the know'.

Results

The e-newsletter was an immediate and measurable success. In two years, KNOW's e-newsletter database has grown from zero to 18,000+ subscribers.

"Thanks to SmartMail's reporting system and our own surveys we know that more than 70% of people always open KNOW and over 25% mostly open it. That's a pretty active database," says Tina.

"The shift in focus to providing information rather than a 'to do' list – and putting e-marketing at the centre of everything, has worked really well for us," says Tina.

City retailers are happy too. "We include details of new store or venue openings. One store, a cupcake shop, sold out of product the day the KNOW went out and the day after!"

Feedback from users has been extremely positive and has resulted in a revised look and feel for the newsletter.

PWT is also looking at ways to develop and expand the e-newsletter and the brand that is has become. "With the e-newsletter now well-established we are looking at other ways to feed out the KNOW information to as many Wellingtonians as possible," says Tina.

"The more Wellingtonians we can inform, the more we can reach our downtown goals so we are working on things like a KNOW facebook application and we've just launched a new mobile website – all things to support the enewsletter and to get the KNOW information out to as many people as possible."

Success Scorecard

| | |
|------------------------|---|
| Client Objectives met | yes |
| Open rate | 70.3% always open, 25.4% mostly open |
| Viral sign-ups | 60.6% referred to friend |
| Increased foot traffic | 63.8% of subscribers have increased city visits |
| Client | extremely satisfied |

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KNOW

where to dine out in downtown Wellington.

Hi #First Name#,

We'd just like to say a huge THANK YOU to everyone who wore white in support of the All Whites - there really was a white out! What a brilliant game - well done All Whites!

We know you love the KNOW so why not share it with your friends - just click on the 'Share' link below to share the KNOW on Facebook, Twitter, Bebo and most other social networks.

FRESH TASTES



CAFFE L'AFFARE
If you haven't yet heard, Caffe L'affare on College Street is now open on Sundays! So you can enjoy their smooth, creamy coffee with a delicious brunch - we love their vanilla, buttermilk and ricotta pancakes with bacon.
Exclusive 2 for 1 coffee offer below!

HOT EVENT



2010 NZ INTERNATIONAL ARTS FESTIVAL
Get ready for an amazing showcase of the world's best dance, theatre, music, literature and visual arts shows next year when the festival runs from 26 February until 21 March. Tickets go on sale today - get booking!

RETAIL THERAPY



KNOW WHERE TO FIND THE PERFECT PRESENT
Christmas is about a month away so you better get shopping! To help you out we've put together a list of great places to shop for that perfect present. And make sure you go visit the beautiful Kirks Christmas shop if you haven't already.
Exclusive Kirks Christmas teddy bear offer below!



HOOCH
This uber cool bar off Courtenay Place has some great new events - Thursday nights (tonight!) they've got smooth Martinis and live music from Tony Tone and friends, a rum club to join if you're a bit of a rum lover and good ole bingo on Monday nights! Good times. **Exclusive cocktail offer below!**



OPEN CITY
Head to the City Gallery from 5pm tonight for their late night session - enjoy the spotty Yayoi Kusama exhibition, unwind with a Japanese inspired drink from Nikau and soul electro sounds from DJ Jack Uzi. Entry only \$10.



SUNDAY PRO COMEDY SHOW: SIMON MCKINNEY
Relax this Sunday night with woodfired pizzas, wine and hilarious comedy from Simon McKinney (the man with 1,000 voices) at the Sunday night pro comedy show at San Francisco Bath House.



CABARET
Enjoy a night of cabaret with songs from the swing era performed by Steve Carlin. Tickets are only \$45 which includes the show, a cocktail, canapés, dinner AND dessert! Starts at 6pm on 24 November and 15 December, at The Establishment. Bookings are recommended - first shows sold out fast.

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KNOW

where to dine out in downtown Wellington.

Hi #First Name#,

We'd just like to apologise for the technical issue some of you may have experienced with our Phoenix text to win promotion in the last KNOW e-newsletter. We've solved the problem and are sure it won't happen again.

Speaking of the football - we're so excited about the All Whites v Bahrain game on 14 November! We've just heard that more tickets are going on sale tomorrow (Friday) morning at 9am, so get in quick as they will sell out fast. If you are one of the lucky people heading to the game make sure you show your support and wear white!

LIVELY NIGHTS



TWELVE TIPPLES TIL CHRISTMAS
Superfino - the uber cute cafe and bar on Chuznee St is offering up super fine cocktails, vino and other refreshments every Thursday and Friday from 4pm til Xmas. The poached pear punch and sangria are our picks.
Free cocktail and coffee offer for KNOW subscribers below!

HOT EVENT



PELORUS TRUST SKY SHOW FIREWORKS
The harbour will light up tonight from the spectacular display of fireworks that will be let off as part of the Guy Fawkes celebrations. The waterfront is the prime spot to see them and feel the thunderous boom! Starts at 9pm.

FRESH TASTES



FRENCH EVENT
Bon appetit! Feast on fine French food and wine, browse through French products and more this weekend at The Overseas Terminal. Don't eat beforehand as the food is SO good - especially the croissants.



NOVEMBERKINDER - GERMAN FILM FESTIVAL
The first ever German Film Festival is on now until the end of the month, showcasing twenty films and marking the twenty years since the fall of the Berlin Wall in November 1989. Definitely check it out.



PLAY WITH YOUR FOOD
Beach Babylon has once again put on a great night out - see four bite-sized plays with comedy and drama, while enjoying a yummy dinner on 9 November. You'll need to book.



KREUZBERG SUMMER CAFE
Enjoy the sun at Kreuzberg Summer Café on the corner of Cuba and Webb street where you'll find organic beer on tap (apparently its made from rainwater!), fresh food and good coffee. Gets the sun till late too.



COLLAPSING CREATION
For an interesting piece of theatre see this bold new play by Arthur Meek that explores the courage of a visionary who must battle his conscience and soul to change the world. Starts today until 28 November at Downstage.

“The template and SmartMail’s management and reporting systems work well so we can focus on content and on activity to support subscriptions to the newsletter.”