

**PROJECT: ROYAL MAIL CONVERSION MARKETING**  
Segment: Fulfillment: Literature

*Program objectives*

- Promote the mail as an effective business tool.
- Position Royal Mail as a modern business supplier.
- Educate professionals about Conversion Marketing.

*Significant results reported by user*

- Fulfillment package is delivered within 48 hours of the Web site inquiry.
- Royal Mail is very happy with the program and continues to receive requests through the Web site.

**CONVERSION MARKETING**

*Some great examples of conversion marketing at its best*

**Fulham Football Club 'Nationwide League'**

When Fulham Football Club launched their new away kit, they decided that their true fans should have the opportunity to buy it before anyone else, and from the comfort of their own home. They could identify their fans (those that show regular interest in them) from their database of season ticket holders etc, and send them a very simple, but well designed, single piece mailing. The mailing was clearly written and acknowledged the fans' on-going support. They achieved an 11 per cent response rate which added up to sales around £44,000. It also won an award in the New Business category of the Winning Post Awards 2000.

**Sainsbury's 'Join the Pet Set'**

Sainsbury's Pet Club is just one example of how Sainsbury's are reciprocating the interest their loyal cardholders show in them, to produce tailored offers for small segments of their customer base. When Sainsbury's launched its Pet Club it was with just one thing in mind - to increase sales through its discounts. Realising that the British public are a nation of animal lovers, who spend £2.5 billion a year on pet care, Sainsbury's decided to cash in. Members of the Pet Club received a welcome pack and quarterly magazine with all kinds of offers and promotions. Since its launch, the average weekly spend of Pet Club members is up to £15 more than non-members and attrition rates are significantly lower for club members. It also won a DMA award in 1999 for best DM campaign.

A guide to Conversion Marketing

Segment	Fulfillment: Literature
<b>Participants</b>  <b>Client</b>  <b>Print Provider</b>  <b>Creative Agency</b>	<p>Royal Mail, <a href="http://www.royalmail.com">www.royalmail.com</a>, official postal service for the United Kingdom.</p> <p>Screaming Colour, <a href="http://www.screamingcolour.com">www.screamingcolour.com</a>, printed the Royal Mail Conversion Marketing booklets on an Indigo Ultrastream using Quark Xpress, SNAP and Yours Truly.</p> <p>OgilvyOne Worldwide, <a href="http://www.ogilvy.com">www.ogilvy.com</a>, leading marketing services group.</p>
<b>Program</b>  <b>Target Audience</b>  <b>Time Period</b>  <b>Description</b>	<p>Marketers.</p> <p>October 2000 to present.</p> <p>In a time when there is increasing competition from electronic media for the dissemination of information, Royal Mail wanted to promote the mail as an effective business tool and to position itself as a modern business supplier. Working with OgilvyOne Worldwide an educational campaign on conversion marketing was designed.</p> <p>As part of an integrated above and below the line campaign, OgilvyOne developed pages on the Royal Mail Web site that explained the principles of conversion marketing and provided a registration form for further information. The registration form asks for detailed information such as the market sector the individual works in, channels that are used to communicate with customers, and which aspects of marketing the individual is interested in.</p> <p>Using these answers a custom brochure is put together with variable articles and images based on market sector and channel information. OgilvyOne produced a range of 10 designs for the brochures and six different channel articles. There are 60 possible combinations of creative layout and articles. A detailed personalized letter and a Royal Mail product brochure is sent along with the custom booklet.</p> <p>Screaming Colour created a matrix, using Indigo SNAP and Yours Truly personalization and versioning software, to interface with the emails generated by the registration form on the Royal Mail Web site. Each day the emails that are generated by the Web site are received by Screaming Colour and the information is used to print the Conversion Marketing booklet and personalized letters on an Indigo Ultrastream. The booklets, personalized letters, and product brochure are then enveloped and mailed the same day. Each pack is delivered 48 hours from the time of the Web site inquiry.</p>



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