

Email Expertise Adds Value to Customer Communications



Challenge

ATS Automation Tooling Systems is a global leader in the design and manufacture of industrial automation systems. With 4,100 employees and 26 facilities worldwide, the company recognized email as a natural marketing tool for its far-flung customers, but hadn't been getting the returns it desired from its email efforts.

ATS had been working with an advertising agency that was very experienced with web and magazine work, but did not have a great deal of email marketing experience. Although he had thousands of names in his database receiving a quarterly email newsletter, Marketing Manager Jim Beretta felt there was more leverage to be gained from this powerful B to B communications tool.

Solution

Inbox Marketer, a full-service email marketing and publishing company, analyzed ATS's needs and developed strategies to reach more customers, build relationships with those customers and use the information gleaned to further refine marketing strategies.

"From the speed at which they have been able to execute programs, to keeping our email communications integrated, successful and on-target, they [Inbox] continually earn our business."

—Jim Beretta,
Marketing Manager
ATS Automation Tooling Systems

The first step was to produce a detailed email permission strategy and best practices report to provide direction for growing and grooming the ATS email database. This would allow ATS to add valuable names to its database and effectively target the right communications to the right customers.

Next, Inbox encouraged ATS to add value to its existing newsletter by providing content about the industry rather than exclusively promoting its own products. This would build relationships by positioning ATS as a trusted source of information in

customers' minds. Inbox also replaced the newsletter's awkward forwarding option with a user-friendly-forward-to-a-friend button—with tracking capability—to increase the newsletter's reach and further grow the database.

Jim Beretta's next request was to be able to use the database to track how efficiently individual sales reps were in getting new prospects to subscribe to ATS email newsletters and alerts. Inbox added a unique url as part of each sales rep's signature on email communications. Now, whenever they send email communications to their leads and prospects, an automatic subscribe link appears at the bottom along with their signature. Management can easily track the number of new opt-ins generated by each rep.

A major marketing channel for ATS is tradeshow, with the company participating in dozens of shows each year on three continents. Inbox created a template for tradeshow invitations that allows ATS to target mailings by region or industry sector, and to target only those customers or potential customers with a vested interest in attending each event.

ATS Automation Tooling Systems **Invitation**

Subscribe to ATS eNews

Free Registration - Save \$53

20th ANNIVERSARY
M&M
MEDICAL DESIGN & MANUFACTURING

MD&M Conferences
Monday - Wednesday
MD&M Expo
Tuesday - Thursday

- Westpack
- Pacific Design
- PlastTec West
- Electronics West

Forward to a Friend

Medical Design & Manufacturing Expo
Anaheim California, January 6-8, 2004
Anaheim Convention Center

Dear Randy:

I hope that you can attend this important exposition and see 21st Century Automation on display from ATS.

You'll discover our innovative approach to **Contract Equipment Manufacturing** for the medical industry. From new product development and proof of concept, all the way to build, installation, service & sustaining engineering, ATS can be your single-source for precision machine building, throughout the production cycle.

Whether you require a single prototype machine, multiple machines or complete private-label systems, we would like to discuss your requirements at the show.

Looking forward to seeing you at booth # 2419 at the Anaheim Convention center.

Tradeshow Invitation Template — Created by Inbox Marketer

Results

ATS now has an integrated email marketing strategy that maximizes company resources and reaches selected customers and prospects in highly efficient, cost-effective way. Says Jim Beretta, "I have been extremely pleased with Inbox Marketer as our e-communications partner. From the speed at which they have been able to execute programs, to keeping our email communications integrated, successful and on-target, they continually earn our business."