

 **NORTHERN**

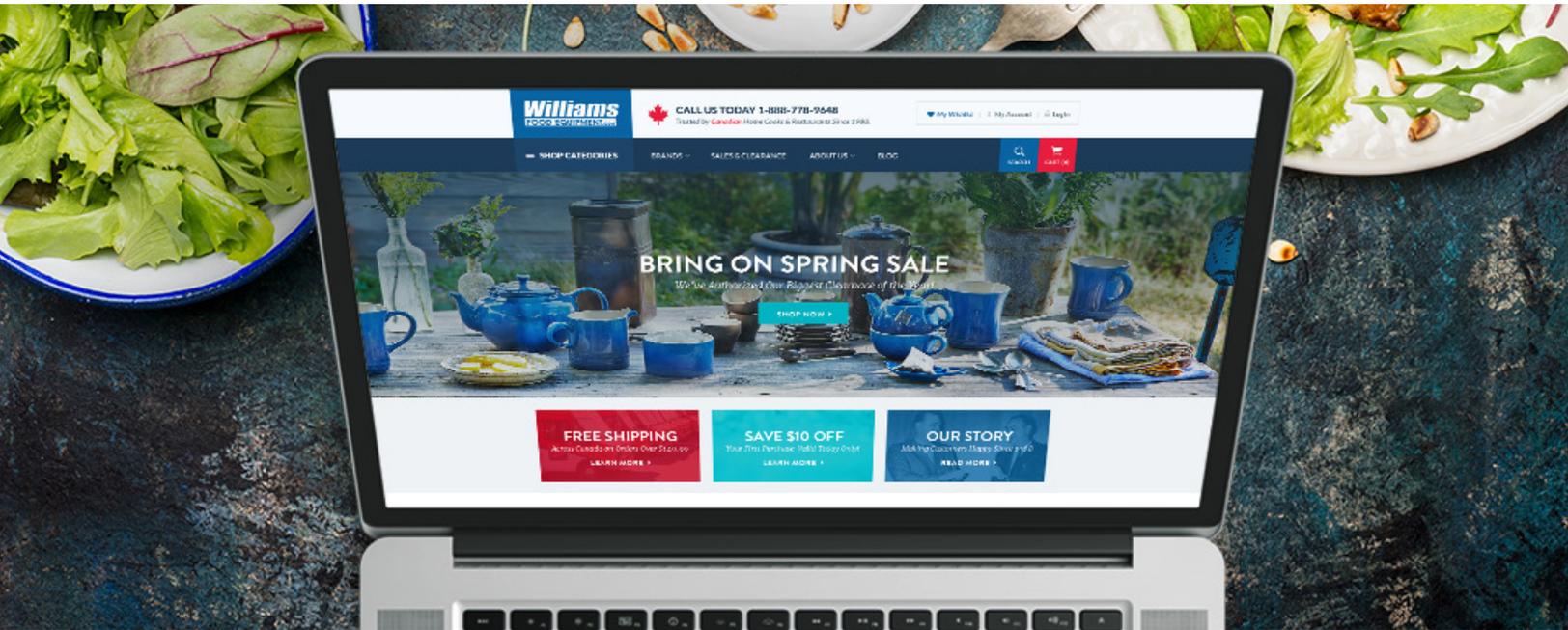
*Email Marketing Case Study*

# WILLIAMS FOOD EQUIPMENT

Williams Food Equipment is a 100% Canadian owned and operated family business that has been supplying high-quality cookware and kitchenware since 1968. When they approached us, their goals were to improve their eCommerce experience and results through email marketing.

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**SEE THE RESULTS ▶**



## INTRODUCTION

Having recently launched a new website, Williams Food Equipment needed a scalable way to attract and nurture consumers throughout the buying cycle using email marketing.

They had been running a small “batch-and-blast” email program—wherein they sent promotional emails to a list of 9,000 subscribers.



# ECOMMERCE EMAIL TEMPLATES

## PROBLEM

Email rendering is complex—in fact, a single email could be rendered in a total of 15,000 different ways. Common practice used to be sending all image-based emails, only optimized for desktop viewers. However, with up to 43% of users reportedly blocking images in emails, this type of email design disables many users from seeing email content.

Williams Food Equipment was utilising image based, non-optimized email designs. Each email required heavy design resources, and was not optimized for different email browsers or devices.

## SOLUTION

We planned, designed, and developed a variety of on-brand, flexible email templates. Factors taken into account were messaging requirements, available image resources, and subscriber activity across various email browsers and devices. With this information in mind, we created email templates with a focus on the following best practices:

- Email Accessibility
- Email Rendering Variables
- Mobile Optimization
- Conversion Rate Optimization
- Brand Image



## RESULTS

↑ **70%**  
EMAIL CLICK-  
THROUGH RATE

↓ **40%**  
EMAIL DESIGN TIME  
PER CAMPAIGN

↑ **33%**  
EMAIL ECOMMERCE  
CONVERSION RATE

# ECOMMERCE EMAIL AUTOMATION

## PROBLEM

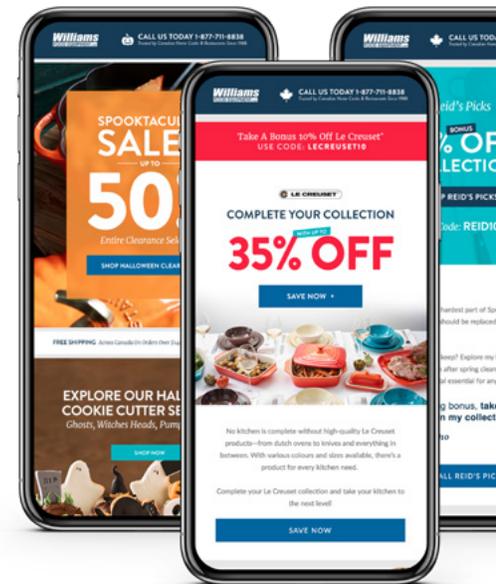
The days of sending ad hoc emails to entire subscribers lists are gone—especially for eCommerce brands. Email programs are now advanced enough that customer actions can be tracked and followed up with a targeted email, featuring the right content at the right time. And it works—automated emails average 70.5% higher open rates and 152% higher click-through rates than manual emails. [\(source\)](#)

Williams Food Equipment was running an ongoing email program which consisted of “batch-and-blast” emails with no personalization or lead nurturing automation tactics involved.

## SOLUTION

To create a more personalized email marketing experience, we automated a series of personalized emails that would be sent to Williams Food Equipment subscribers based on behavioural triggers. The strategy consisted of the following:

- Reconfiguring their email list so eCommerce activity and data were tracked for each subscriber between the client’s Magento store and their Email Service Provider
- Using dynamic email content and merge fields to personalize automated emails
- Implementing a Welcome Workflow which included an opt-in incentive of \$10 off first purchase over \$50
- Implementing an Abandoned Cart Automation featuring dynamic products from user’s cart
- Monitoring and optimizing automations over time based on engagement and conversion data



## RESULTS

↑ **400%**

CTR COMPARED WITH  
MANUAL NEWSLETTERS

↑ **161%**

OPEN RATE COMPARED WITH  
MANUAL NEWSLETTERS

↑ **30%**

MONTHLY EMAIL REVENUE, WITH  
LITTLE ONGOING WORK NEEDED

# ECOMMERCE EMAIL MANAGEMENT

## PROBLEM

For eCommerce companies that sell specialty consumer goods, it can be difficult to keep customers engaged after the first purchase. However, loyal customers can be worth up to 10x as much as the value of their first purchase ([source](#)), so it's integral to keep them purchasing after their first order.

Boasting lower prices than many competitors, Williams was able to secure first-time purchases, but struggled in converting these into loyal repeat customers.

## SOLUTION

We were able to leverage power of email marketing for keeping customers engaged and encouraging brand loyalty, taking existing customer data into account.

We evaluated Williams Food Equipment's existing email list and email program, and developed a strategy that involved:

- Improving the quality and size of the email list
- Developing a quarterly email and promotions schedule
- Leveraging A/B testing for ongoing optimizations
- Launching ongoing email promotions and integrating them with their Magento website and Facebook advertising channels



## RESULTS

**48%**

OF ALL EMAIL SUBSCRIBERS  
HAVE MADE AT LEAST 1  
PURCHASE

**\$238**

AVERAGE ORDER THROUGH  
EMAIL PURCHASES

**22%**

OF ALL PEOPLE THAT PURCHASE  
THROUGH EMAIL GO ON TO MAKE  
REPEAT PURCHASES

# EMAIL LIST BUILDING & MANAGEMENT

## PROBLEM

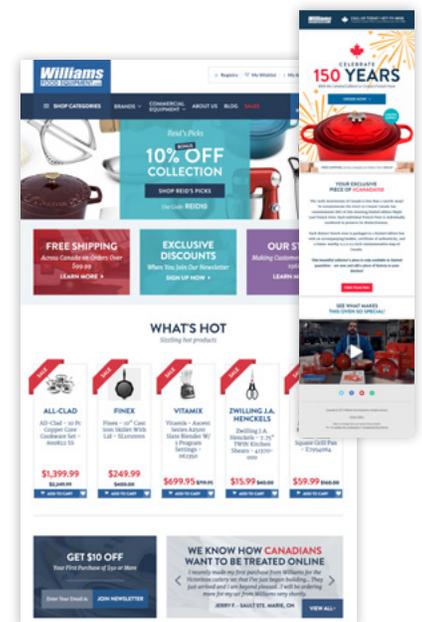
A common issue for many email senders is poor list management. Sending to an old list has many possible repercussions—including low engagement, low deliverability, and poor email ROI. It can even be noncompliant with email spam legislations in many countries. Additionally, in order to effectively personalize an email strategy based on customer action, it's integral to ensure the right data is collected as part of list management.

Williams Food Equipment had a list of over 19,000 past subscribers. Many subscribers on this list had unknown subscription origins, and were exhibiting low engagement. Additionally, as they lacked essential data, they were non-compliant with CASL.

## SOLUTION

We did an audit of Williams Food Equipment's existing email list in order to determine who would be suppressed. Over time we've implemented a variety of strategies to improve subscriber data collection and build the list with qualified subscribers.

- Connected Magento Store with MailChimp account
- Collected qualified subscribers via on-site elements and lead generation sweepstakes campaigns
- Re-engaged existing subscribers with targeted email messaging



## RESULTS

↑ **300%**

LIST GROWTH OVER TIME

↑ **33%**

LIST GROWTH IN 2 WEEKS  
USING TARGETED LEAD  
GENERATION SWEEPSTAKES

**99%**

AVERAGE DELIVERABILITY

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