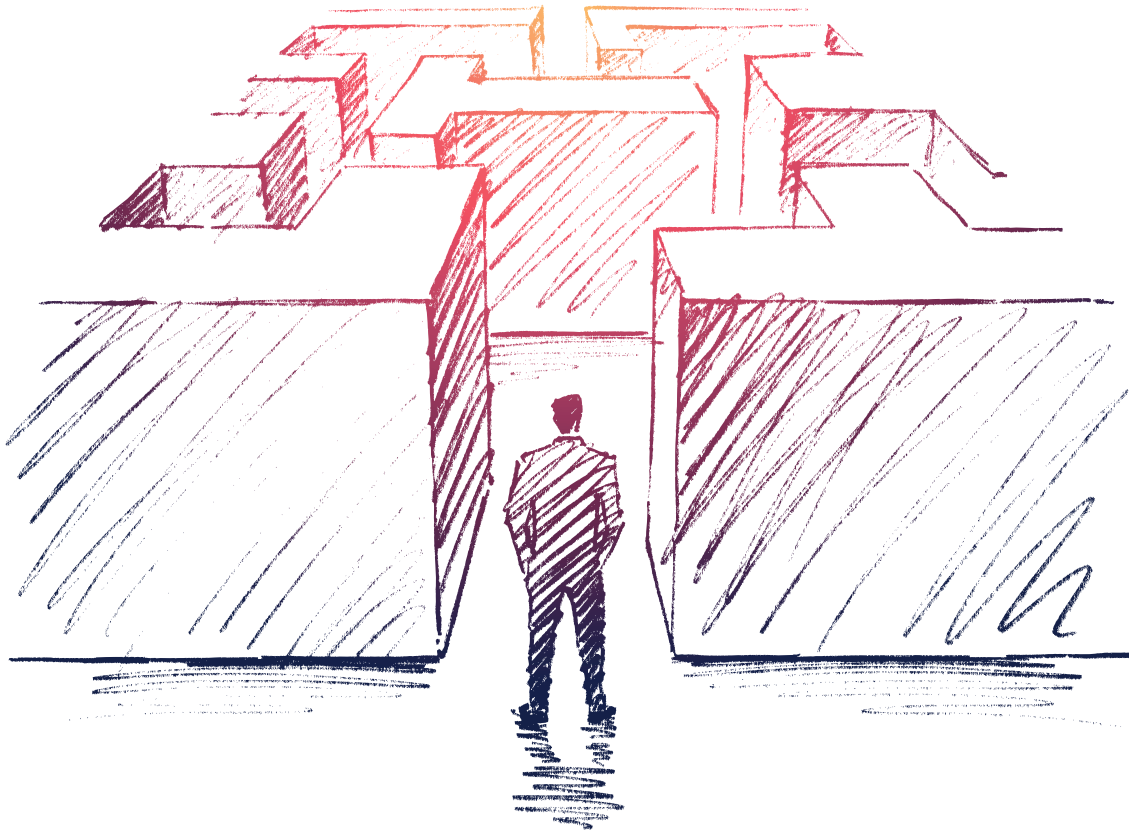




A CLEAR PATH TO NEW CONSULTATIONS

STRATEGIO



“The combination of creative content, targeted profiling and effective tracking have provided a significant number of opportunities for me to follow.”

Ian Barratt, Owner Strategio

Context: With extensive experience as a leader and manager, Strategio helps organisations and individuals understand what they want to achieve, develop their strategy and turn it into operational reality. Glued had worked with Strategio to develop brand messaging and a new website.

The requirement: Strategio has particular experience of working with membership organisations at a strategic level. The business wanted to make contact with membership organisations across the country. A regular campaign of engaging emails was needed which CEOs of those organisations would find helpful and relevant.

The outputs: Glued's profiling service provided a targeted database of CEOs of membership organisations across the UK. This GDPR compliant data was used to send regular email campaigns. This, together with Strategio's current database was used to take significant portion of the audience from ignorance to familiarity with Strategio.

Strategio and Glued worked together to write a series of emails that the audience would find interesting and engaging.

The results: The average campaign open rate was high at 25% with a 20% click through rate to the Strategio website. This has give Strategio a rich source of prospects to contact for a consultation.



25%
campaign
open rate

20%
campaign click
through

Objectivity will be vital in learning lessons from Covid



Dear friend,

**It was interesting listening to the public reaction to the
Government's decision to re-establish quarantine rules for
those returning to the UK from Spain.**

One member of the public commented that the change had been precipitate but also added that the compulsory wearing of masks, if necessary, should not have been announced with two weeks' notice. Wearing it both ways?

What was the difference between the two decisions in the mind of that individual? Their trip to Spain was caught up in the new arrangements and they were looking at the issue, naturally enough, through the prism of their own circumstances. This is human nature but is not without its dangers.

The dangers of pre-conceived assumptions were also highlighted last week in a Social Market Foundation report. This argued that the decline in the high street could not be reversed by turning the clock back to a time before online shopping, a trend accelerated by the pandemic. A loyalty to the past is another prism.

Any post-Covid review undertaken within an organisation should have an independent element to it, asking the uncomfortable questions and seeking the best answers. The reality is that objectivity and not emotion will be the key.

To learn more about strategic planning [click here](#) for our Covid-19 White Paper.



Engage with your customers and prospects with effective Email Marketing



The benefits of Glued Email Marketing

- Boost and Re-fill your sales funnel for growth
- Identify new prospects with our GDPR compliant profiling service
- Increase awareness of your brand and services
- Increase leads
- Cross sell products and services
- Alter perceptions of your brand
- Build relationships by staying in touch
- Trackable: see who opens and clicks meaning a cold call can become a warm conversation
- Easy for your prospects and customers to unsubscribe at any time
- Easy to integrate and automate into other systems
- We use popular Email Marketing platforms such as Mailchimp, Campaign Monitor, SendInBlue and HubSpot

Contact **Rob Harrision** to find out more how Glued Email marketing can grow your sales pipeline

07787 557 197

www.gluedlimited.co.uk/email-marketing

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Glued is a branding and marketing agency based in the Midlands providing everything for your business brand to help your marketing stick.



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