

MAILER:

EMCOR Group

OBJECTIVE:

EMCOR Group faced the challenge of increasing sales of its operations and maintenance programs to targeted industries and verticals.

SOLUTION:

eTargetMedia worked with EMCOR Group to plan and execute a strategic email marketing campaign that targeted key decision makers in a wide range of industries and verticals to promote EMCOR Group's operations and management programs. The campaign was geo-targeted to a US Nationwide audience of managers, directors, and Vice President's in different industries including healthcare, government, industrial, construction, and more. The creative was designed to promote EMCOR Group's operations and management services and offered a download of EMCOR Group's brochure which featured information about the company and their operations management services.

OUTCOME:

The EMCOR Group email campaign performed very well and delivered a high open rate and a high click through rate. The campaign also received a high conversion rate with most click through's developing into a brochure download and sales calls to the company increased during the campaign.

OPERATIONAL EXCELLENCE

Read about how we are uniquely able to support all types of highly-technical healthcare environments.



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