

Challenge: Generate leads and increase the conversion rates.

Solution: Implement viral campaign via email to obtain more customers.

Results: Increased efficiencies of word of mouth strategy and lead management.



shop&miles
&club

&campaign

Sevdiklerinizi &club'm ayrıcalıklı dünyasına dahil edin, hem siz kazanın hem de onlar kazansın!

Kampanya katılım şartları:

- Kampanya 15 Mayıs - 30 Mayıs tarihlerinde geçerlidir. Kampanya ile kazanılan indirim hakkı Haziran ayı boyunca geçerlidir.
- Kampanyaya katılabilmemiz için minimum 2 kişiyi &club card sahibi yapmanız gerekmektedir.
- Referans gösterilen kişilerin daha önce &club card sahibi olmaması gerekmektedir.
- Kampanyadan kazandığımız 3 aylık uzatma süresi asıl kart için geçerli olacaktır.

&club phone-line: (0212) 310 23 23

&club online: andclub.com.tr

Challenge

Lead Generation

&club is a service card that provides concierge and travel services in addition to obtaining miles functionality of Garanti Bank's Shop&Miles credit card. Beyond a credit card, it offers exclusive services to facilitate and enrich the lives of its customers

The strategy that &club has followed was to expand according to customer interactions. Therefore, it required applying the same strategy on its e-marketing campaigns and it aimed to generate leads and increase the conversion rates.

Solution

Viral Campaign

With the help of euro.message LIVE email marketing platform, &club created the email campaign that was different from anything they had ever tried. The company used their customer data to perform a viral campaign.

First, a personalized email has been sent to each cardholder who has signed up for &club newsletters. A message was included in those emails saying 'click here to enter your friend's information'. When the receiver clicked on that button, he/she was asked to enter his/her friend's name, surname, mobile number and email address.

Secondly, after the cardholder has recommended his/her friends, euro.message sent another newsletter about &club to the recommended friends with a complete new newsletter design.

These new receivers were also able to recommend &club to his/her friends with the same way. However, they were required to become a cardholder as well in order to have the opportunity to win a price at the end of the campaign. The cardholder who has turned more friends into &club card holder was being awarded.

Furthermore, euro.message has created a special sales panel for Garanti Bank. In this panel; the company could see whom they have contacted among the ones who have been recommended, who have bought &club card and who have not.

Results

Customer Acquisition and Increased Client Data

With the viral module that euro.message implemented for &club card's marketing strategy provided Garanti Bank to obtain more client data and helped acquire new customers.

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hem siz kazanın hem de onlar kazansın!



Değerli üyemiz Seçil Gökkaya;

Geçtiğimiz yıl &club'un size özel sunduğu concierge hizmetlerinden faydalanarak **X** adet restoran rezervasyonu yaptırdınız. En çok tercih ettiğiniz restoran **A** oldu. Restoran rezervasyonlarınızda bizi tercih ettiğiniz için teşekkür ederiz.

Şimdi sizi en çok tercih ettiğiniz **A** 1 ay boyunca **%50 indirimli yemek ayrıcalığına** davet ediyoruz.

Minimum 2 arkadaşınızı &club card sahibi yapan, Haziran ayında **A %50 indirimli yemek ayrıcalığından** yararlanın. Referansınızla kart sahibi olan arkadaşınız **1000 mtl** kazansın.

Arkadaşlarınızı bilgilendirerek için hemen tıklayın.

Katılım koşulları için tıklayın.

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About euro.message

euro.message offers wide range of e-marketing solutions such as email marketing, search engine optimization, web site marketing, web analytics and improved campaign management. These solutions help companies strengthen their relationships with current customers and also attract new customers. euro.message has been strategically assisting to sector leading companies and the relationships with their customers. Servicing the world's most recognizable brands, euro.message's diverse client base includes Turkcell, Siemens, Garanti Bank, Deloitte, Soyak and AIG. With euro.message's easy-to-use, integrated, multi channel marketing program; companies can satisfy their customers needs with low costs but obtain high ROI. euro.message LIVE can support companies in any sector with its email marketing and improved campaign management software. It is the only leader in Turkey in terms of delivering automated, measurable right messages to the right segments at the right times.

euro.message
e-marketing solutions

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