



## E-Marketing

The Football Trade Directory's E-Marketing services allow you to get your message directly to key decision makers across the football pyramid covering the Premier League right down to grass roots football including personnel such as chairman and directors as well as commercial, marketing, finance and retail management and staff.

We work with our clients to identify your marketing objectives, eg sales, brand awareness etc to produce an e-marketing campaign which delivers results in terms of return on investment, a testament proven by our client base which includes Azure Catering, Abacus Lighting, SMEX, Slazenger, Pitch Hero, Portable Floodlights, WPA Insurance, Gazelle Sports, GL events Owen Brown, Crossing The White Line, The Non-League Paper, The Northern Premier League, FourFourTwo and Grass Roots Football Live et al.

### Process

The E-Marketing process is broken down into four areas:-

1. **Target** - Identifying the target market from our database of over 28,000 club personnel from the Premier League down to grass roots.
2. **Design** - Liaising with clients to design a bespoke campaign which will meet their targets and aims.
3. **Send** - Sending the e-mail out to the database and monitoring its progress. All links are referenced to our target database to identify "hot" leads
4. **Report** – Clients receive a comprehensive report, including clubs, personnel at clubs, addresses, telephone number etc on all leads to follow up on.

"The Football Trade Directory's e-marketing was very effective for us. They have a highly targeted database of contacts and their input into the show this year has been of great benefit to us as organisers as well as those exhibitors taking part."

**Jeremy Storey-Walker, SMEX**

"The e-marketing campaign was a great marketing success in increasing the hospitality up take. It allowed us to demonstrate our ability to be pro-active in a very challenging environment. Understanding our target audience and raising customer expectation at all our events provides a consistently clear food and beverage service throughout Azure venues."

**Malcolm Fox, Azure Catering**



## Target

Our robust and unique database contains decision makers through the football pyramid and allows clients to set their parameters by a number of criteria including league (eg. Championship), level in football pyramid, geographical location, average attendance and position within club (eg Commercial Director).

This allows clients to ensure their e-campaign reaches only the appropriate personnel to their product or service within their target sector.

The screenshot displays two browser windows from the Football Trade Directory Control Centre. The left window, titled 'Club Manager', shows a list of clubs on the left and a 'Club Details' panel on the right. The 'Club Details' panel for Blackburn Rovers includes fields for Website (http://www.ro...), Address (Ewood Park), City (Blackburn), County (Lancashire), and Phone (0871 702 1875). Below this is a list of users with columns for Name and Approve status. The right window, titled 'Users Manager', shows a list of users on the left and a 'User Details' panel on the right. The 'User Details' panel for Bobby Downes includes fields for Approved (checked), E-mail (bdownes@rover-mail.co.uk), Password (xk2H8N), First Name (Bobby), Last Name (Downes), Company (Blackburn Rovers), Position (Academy Manager), Address, City, County (England), Contact Number, and Mobile Phone (01254 296292). It also shows 'Company/Club' (Club Blackburn Rovers), 'Active' (checked), 'Role' (Member), 'Level' (Club Member), 'Expiry date' (1st Jan 2099), 'Teaser', 'E-mail' (enquiries@rovers.co.uk), 'Website' (http://www.rovers.co.uk), 'Categories' (Barclays Premier League), and 'Statistics' (Registered: 2009-04-24 14:39:36, Last Login: ...).

*Clients can pin point their target market from over 28,000 clubs*



## Design

Getting the correct design and functionality within a campaign is crucial to ensuring those who receive it pay attention and go onto to make an enquiry/purchase. This is achieved through working with clients on designing the e-mail and ensuring that calls for action and interactivity are used to engage the receiver.

We work through the entire process with our clients and thoroughly test all e-mails before sending out to make sure that they avoid spam filters and reach the recipient.



*We liaise with clients throughout the design process to get the look and functionality they want*



## Send

Once a target database and design has been finalised, a time is then agreed to send the e-campaign. We discuss with clients our recommended time to send based on previous e-campaigns, which have shown patterns and results which often differ dependant on days/times an e-campaign is sent.

As soon as the campaign is sent we can provide clients with instant feedback if required as well as continually monitoring e-mails.

*Campaigns are instantly monitored from sending*

## Report

Our tracking software allows us to provide a detailed report for clients which includes a breakdown of all recipients who opened and clicked within the e-mail as well as recipient contact details such as club, position etc, providing clients with the information needed to follow up and build on leads generated from the e-campaign.

