Designs Signage Solutions

In June Designs Signage Solutions approached us to use our email marketing service to get their Covid safety products and stadium seat banners in front of stadium managers and commercial contacts from Premier League down to the National League, SPFL and National FA's.

We agreed to a series of 3 emails to enable them to achieve their goals of increasing awareness of their brand within clubs across the UK but also to sell their safety products and seat banners ahead of the return to football to enable clubs to stay safe as well as thank commercial partners and key workers.
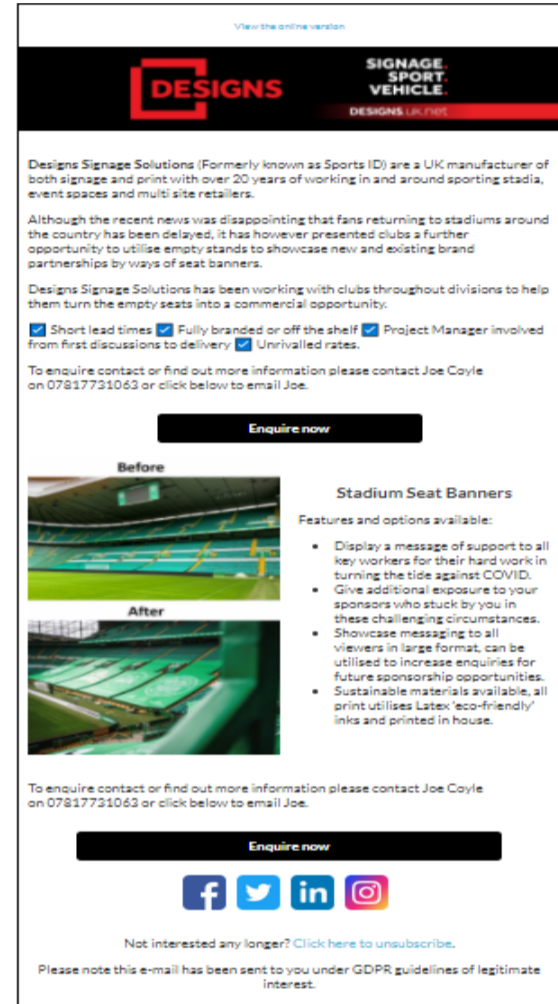
Using information and images they sent over we were able to create the below emails.
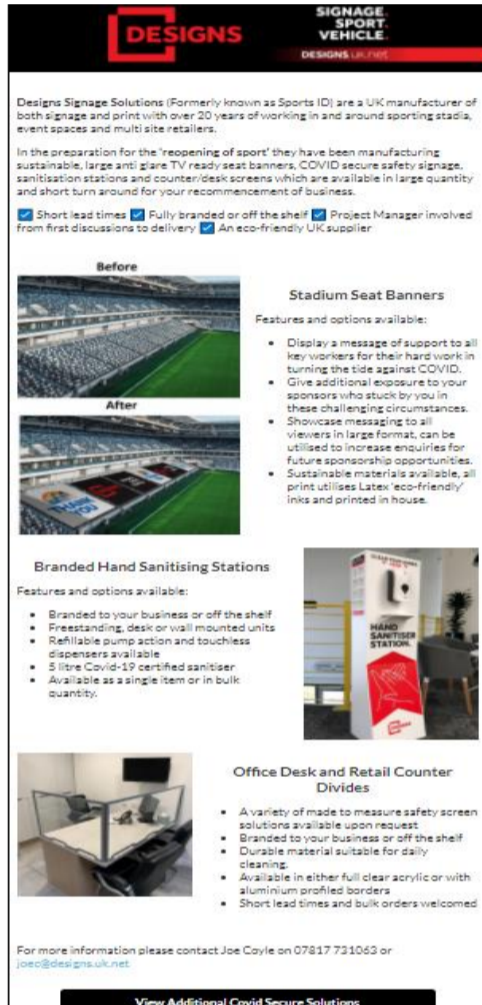
E-mail 1

E-mail 2

E-mail 3

The results

Email	Aim	Open rate	Click rate
1	To advertise their Covid safety products and stadium seat banners ahead of the return of football.	26.8%	1%
2	Following the success of orders from the first email Designs Signage Solutions wanted to focus the stadium seat banners for the clubs who didn't already have some and with the possibility of the EFL and other leagues in the UK starting behind closed doors.	26.7%	1%
3	With the news that the return of fans to stadiums was to be delayed Designs Signage Solutions wanted to use their final email to target the clubs who didn't have stadium seat banners so that they could increase commercial income using images from one of their clients, Celtic FC.	29.3%	1%

Overall Designs Signage Solutions were very happy with the orders they got on the back of the emails and the valuable new contacts that they have been able to make for current and future projects. Also with the very good open rates and click rates they had a number of other leads they could follow up on.

For more information about our email marketing service visit https://www.footballtradedirectory.com/e-marketing. To get in touch email office@footballtradedirectory.com or call 01772 875184