

Mark Harrod



The following 12 eshots were sent over an 8 month period to a selection of contacts based on the positions suitable to Mark Harrod’s target market.

MARK HARROD®
FOOTBALL | HOCKEY | RUGBY | TEAM SHELTERS | MORE

NEW DEVOSHIFT 3000 PORTABLE GOAL

See below for more information

NEW SEASON

NEW GOALS?

100+ STYLES & SIZES OF HIGH QUALITY GOALS FROM UNDER £500 A PAIR

COUNTY FA & ENGLISH SCHOOLS FA MEMBERS CAN GET **20% DISCOUNT**

New goals for the new season? Here at Mark Harrod Ltd we have a huge range of the highest quality steel and aluminium football goals from under £500 per pair. For more information call 01785 594421 or click [here](#).

***20% discount** - If your club is a member of a County FA or your school is affiliated to the English Schools' FA you can get up to 20% off a large selection of football goals. For more information call 01785 594421 or click [here](#).

MARK HARROD®
FOOTBALL | HOCKEY | RUGBY | TEAM SHELTERS | MORE

ARE YOU MATCH READY?

WHITE NETS · COLOURED NETS · FRAMES · GOAL BARS · MAINTENANCE TRAINING EQUIPMENT · WHEELS · SHELTER PANELS · BOOT BRUSHES

CALL OUR EXPERT TEAM FOR ADVICE
01785 594421

If you're not match ready yet, we have everything you need to ensure you have the right equipment and it is ready for use. As well as goal packages we have white or coloured nets, net fixings, goal spares, goal wheels, training equipment, shelter panels and boot brushes. Plus don't forget we can service your equipment. For more information call 01785 594421 or click [here](#).

MARK HARROD®
FOOTBALL | HOCKEY | RUGBY | TEAM SHELTERS | MORE

20% OFF PLUS FREE FOOTBALLS

OFFER ENDS WEDNESDAY

10 SAMBA INFINITI TRAINING FOOTBALLS WHEN YOU BUY FOOTBALL GOALS

***20% OFF FOOTBALL GOALS FOR COUNTY FA CLUBS AND ENGLISH SCHOOLS FA MEMBERS**
NON MEMBERS WILL GET 10% DISCOUNT

20% OFF THIS GOAL
PLUS SPEND £1000 & GET 10 FREE SAMBA INFINITI TRAINING FOOTBALLS
FOOT-699 24x8 Heavy Duty Easyfit Package

20% OFF THIS GOAL
PLUS SPEND £1000 & GET 10 FREE SAMBA INFINITI TRAINING FOOTBALLS
FOOT-530 12x6 100mm Socketed Package

20%

20%

Date sent: 28th August
Amount sent to: 2042
Open rate: 31.7%
Click rate: 2.4%
Open to click rate: 7.4%

Date sent: 14th August
Amount sent to: 2041
Open rate: 29.1%
Click rate: 2.4%
Open to click rate: 8.4%

Date sent: 26th July
Amount sent to: 2044
Open rate: 35%
Click rate: 3.3%
Open to click rate: 9.4%

MARK HARROD®
FOOTBALL | HOCKEY | RUGBY | TEAM SHELTERS | MORE

ENGLISH SCHOOLS' FA OFFICIAL GOALPOST SUPPLIER

UP TO **20% OFF PLUS FREE FOOTBALLS**

10 SAMBA INFINITI TRAINING BALLS

WHEN YOU SPEND £1000 ON FOOTBALL GOALS

OFFER ENDS 31 JULY CALL SOON!

*20% OFF FOOTBALL GOALS FOR COUNTY FA CLUBS AND ENGLISH SCHOOLS FA MEMBERS
NON MEMBERS WILL GET 10% DISCOUNT

PLUS SPEND £1000 & GET 10 FREE SAMBA INFINITI TRAINING FOOTBALLS

PLUS SPEND £1000 & GET 10 FREE SAMBA INFINITI TRAINING FOOTBALLS

PLUS SPEND £1000 & GET 10 FREE SAMBA INFINITI TRAINING FOOTBALLS

PLUS SPEND £1000 & GET 10 FREE SAMBA INFINITI TRAINING FOOTBALLS

MARK HARROD®
FOOTBALL | HOCKEY | RUGBY | TEAM SHELTERS | MORE

UP TO **20% OFF PLUS FREE FOOTBALLS**

10 SAMBA INFINITI TRAINING BALLS

WHEN YOU SPEND £1000 ON FOOTBALL GOALS

*20% OFF FOOTBALL GOALS FOR COUNTY FA CLUBS AND ENGLISH SCHOOLS FA MEMBERS
NON MEMBERS WILL GET 10% DISCOUNT

UP TO 20% OFF THIS GOAL

UP TO 20% OFF THIS GOAL

UP TO 20% OFF THIS GOAL

UP TO 20% OFF THIS GOAL

PLUS SPEND £1000 & GET 10 FREE SAMBA INFINITI TRAINING FOOTBALLS

PLUS SPEND £1000 & GET 10 FREE SAMBA INFINITI TRAINING FOOTBALLS

PLUS SPEND £1000 & GET 10 FREE SAMBA INFINITI TRAINING FOOTBALLS

PLUS SPEND £1000 & GET 10 FREE SAMBA INFINITI TRAINING FOOTBALLS

MARK HARROD®
FOOTBALL | HOCKEY | RUGBY | TEAM SHELTERS | MORE

ENGLISH SCHOOLS' FA OFFICIAL GOALPOST SUPPLIER

EARLY KICK OFF

BIG DISCOUNTS PLUS FREE FOOTBALLS

WHEN YOU BUY YOUR GOALS EARLY THIS SUMMER

LIMITED TIME OFFER

UP TO 20% OFF THIS GOAL

UP TO 20% OFF THIS GOAL

UP TO 20% OFF THIS GOAL

UP TO 20% OFF THIS GOAL

UP TO 20% OFF THIS GOAL

UP TO 20% OFF THIS GOAL

PLUS SPEND £1000 & GET 10 FREE SAMBA INFINITI TRAINING FOOTBALLS

PLUS SPEND £1000 & GET 10 FREE SAMBA INFINITI TRAINING FOOTBALLS

PLUS SPEND £1000 & GET 10 FREE SAMBA INFINITI TRAINING FOOTBALLS

PLUS SPEND £1000 & GET 10 FREE SAMBA INFINITI TRAINING FOOTBALLS

PLUS SPEND £1000 & GET 10 FREE SAMBA INFINITI TRAINING FOOTBALLS

PLUS SPEND £1000 & GET 10 FREE SAMBA INFINITI TRAINING FOOTBALLS

*20% OFF AVAILABLE TO COUNTY FA CLUBS AND ENGLISH SCHOOLS FA MEMBERS - NON MEMBERS

Date sent: 16th July

Amount sent to: 2040

Open rate: 29.6%

Click rate: 2.6%

Open to click rate: 9.0%

Date sent: 9th July

Amount sent to: 2040

Open rate: 32.1%

Click rate: 3.4%

Open to click rate: 10.6%

Date sent: 20th June

Amount sent to: 2040

Open rate: 38.1%

Click rate: 3.9%

Open to click rate: 10.3%

MARK HARROD®
FOOTBALL | HOCKEY | RUGBY | TEAM SHELTERS | MORE

ENGLISH SCHOOLS' FA OFFICIAL GOALPOST SUPPLIER

EARLY KICK OFF

BIG DISCOUNTS & FREE FOOTBALLS WHEN YOU BUY YOUR GOALS EARLY THIS SUMMER

LIMITED TIME OFFER

GET UP TO **20%*** OFF FOOTBALL GOALS

PLUS SPEND OVER £1000 & GET **10 FREE SAMBA INFINITI TRAINING FOOTBALLS**

ALL GOAL SIZES AVAILABLE

FREE BALLS

*20% OFF AVAILABLE TO COUNTY FA CLUBS AND ENGLISH SCHOOLS FA MEMBERS. NON MEMBERS

MARK HARROD®
FOOTBALL | HOCKEY | RUGBY | TEAM SHELTERS | MORE

20% OFF GOALS FOR FA REGISTERED CLUBS & SCHOOLS

If your club is a County FA member or your school is affiliated to the English Schools' FA you can get up to 20% off a selection of our most popular football goals. To get your discount simply call our sales team and quote your membership number or [register here for an account](#). Make sure you tick the County FA box to ensure you gain access to our discounted price list. See examples below on how much you could save.

<p>£840.00 £672.00</p>  <p>FOF-525 16X7 ALUMINIUM STANDARD SOCCERED GOAL PACKAGE PER PAIR</p>	<p>£564.00 £451.20</p>  <p>FOF-532 12X6 HEAVY-DUTY FOLDING FOOTBALL GOAL PACKAGE PER PAIR</p>
<p>£696.00 £566.80</p>  <p>FOF-533 12X6 FOLDING FOOTBALL GOAL PACKAGE WITH U-PEGS PER PAIR</p>	<p>£2,135.00 £2,049.60</p>  <p>FOF-556 92X4 PREMIUM SELF-WEIGHTED EASYLIFT FUTSAL PACKAGE PER PAIR</p>

SO WHY ARE WE YOUR #1 FOR SPORTS EQUIPMENT
REASON 1. WE DON'T LIKE RUSTY GOALS...

MARK HARROD®
FOOTBALL | HOCKEY | RUGBY | TEAM SHELTERS | MORE

HIGH QUALITY TRAINING EQUIPMENT ON DEMAND!

THIS MADE TO ORDER HEAVY DUTY HEAD TENNIS IS NOW PART OF OUR RANGE

CLICK FOR MORE INFO

Another made to order item makes it into our product range. We were challenged to create this 'sky blue' Heavy Duty Head Tennis Package by a top Premier League Club. Designed in-house and manufactured by us here in the UK from high quality steel, a robust, mobile and durable training aid. More information [here](#).

Don't forget we can design a product for you. To discuss your bespoke requirements call our expert sales team on 01785 584421 or email sales@markharrod.com and we can call you.

MORE FOOTBALL TRAINING

Date sent: 6th June

Amount sent to: 2042

Open rate: 36.6%

Click rate: 2.2%

Open to click rate: 6%

Date sent: 13th May

Amount sent to: 2044*

Open rate: 42.2%

Click rate: 3.0%

Open to click rate: 7.2%

*Mark Harrod were very impressed with the results so they agreed a deal to increase the amount of contacts to 2000.

Date sent: 3rd April

Amount sent to: 898

Open rate: 17.9%

Click rate: 1.7%

Open to click rate: 9.3%

MARK HARROD®
FOOTBALL | HOCKEY | RUGBY | TEAM SHELTERS | MORE

20% OFF GOALS FOR FA REGISTERED CLUBS & SCHOOLS

FOT-723 12m Lightweight Folding Package
£636.00
£508.80
PRICE PER PAIR

FOT-301 24m Heavy Duty Package
£649.00
£513.60
PRICE PER PAIR

FOT-616 1x7 Premium EasyLift Package
£2,460.00
£1,968.00
PRICE PER PAIR

FOT-670A Indoor Folding Fixed Package
£720.00
£576.00
PRICE PER PAIR

At Mark Harrod Ltd we offer an exclusive range of discounted football goals and line marking paint for county FA members and schools that are affiliated to the English Schools FA.

To qualify for your discount you just need to [register](#) for an account (not forgetting to tick the County FA box). You will be required to provide the name of your club or school as well as your FA registration number.

Once you have registered you will then have access to the discounted products. Above are some of the goals available on the scheme. Alternatively you can call our expert sales team on 01785 594421 or email sales@markharrod.com to get more info or place your order.

SEE OUR NEW GOAL AT WOLVES
FOOTBALL TRADE SHOW 21 MARCH

MARK HARROD®
FOOTBALL | HOCKEY | RUGBY | TEAM SHELTERS | MORE

SEE OUR NEW MOBILE GOAL AT WEMBLEY STADIUM!

SMEX INTERNATIONAL
4TH MARCH 2019 | WEMBLEY

CLICK FOR MORE INFO

Visit us at SMEX (Souvenirs, Memorabilia, Merchandise Exhibition) on 4 March at the iconic Wembley Stadium from 9am to 5pm. This will be your first chance to see our new 'patent pending' mobile goal system. [Read more](#)

15% OFF RUGBY GOALS
WITH CODE 'RUGBY15'

MARK HARROD®
FOOTBALL | HOCKEY | RUGBY | TEAM SHELTERS | MORE

SPY CAMERAS AT MARK HARROD LTD & TESTING FACILITY!

WATCH THE VIDEO NOW!

mission: Get Visual

Nice try but our NEW prototype mobile goal is still under wraps.

At Mark Harrod Limited we love to innovate! We changed the game in 2004 with our Easy-lift mobile goal system and we are about to do it again!

Before the Easy-lift era there were the flip over wheel or trolley systems for moving mobile goals. These systems were quite effective but unfortunately the goals had to be lifted manually by the user for the wheels to be engaged.

We designed and engineered the Easy-lift wheel using a simple cam system. With the rotation of a lever the goal could be lifted or lowered and locked in place in just a few seconds without any heavy lifting. Seeing these goals on so many training pitches throughout the UK and beyond always brings a smile.

2019 is going to be another big year for innovation and new product design at Mark Harrod Limited [SEE OUR VIDEO & READ MORE](#)

NEW YEAR NEW GOALS?

Date sent: 12th March

Amount sent to: 895

Open rate: 23.6%

Click rate: 2.5%

Open to click rate: 10.4%

Date sent: 21st February

Amount sent to: 897

Open rate: 22.7%

Click rate: 3.1%

Open to click rate: 13.7%

Date sent: 17th January

Amount sent to: 897

Open rate: 23.7%

Click rate: 4.1%

Open to click rate: 17.4%

Average open rate over the last 12 eshots = 30.2%

Average click rate over the last 12 eshots = 2.9%

Average click to open rate over the 12 eshots = 9.6%