

Mark Harrod E-Marketing Case Study

Mark Harrod Ltd is one of the leading sports equipment manufacturers in the UK and has been supplying schools, colleges, local authorities, contractors and sports clubs nationwide for over a decade. They manufacture and supply a vast array of sports equipment, much of which they've designed to withstand heavy use. Their range includes football, hockey, rugby, cricket, and much much more ...

In 2019 Mark Harrod signed up to a series of regular eshots to be sent out to a bespoke database of groundsman and secretaries from Premier league down to non-league. The aim of the eshots was to generate new sales as well as generating warm leads to follow up on with key contacts and decision makers in the football industry.

Since the first eshot was sent out in June 2019 nearly 33,000 emails have been sent out on behalf of Mark Harrod with over 10,000 being opened making a huge open rate of 32.5% and a click rate of 2.7%.

Subject Line	Delivered	Opened	Clicked	Open rate	Click rate	Open to click
Wolves roll out wheelie good training equipment package	2024	642	54	31.7%	2.7%	8.4%
Treat Your Goals This Festive Season	2034	562	46	27.6%	2.3%	8.2%
Black Friday sale from Mark Harrod	2048	650	46	31.7%	2.2%	7.1%
Introducing the Mud Stopper - A New Innovative Boot Wiper	2060	740	91	35.9%	4.4%	12.3%
Another New Portable Goal. See it at SALTEX 2019	2071	674	46	32.5%	2.2%	6.8%
DevoShift Protatable Goal - See it at SALTEX 2019	2091	688	44	32.9%	2.1%	6.4%
Discounted goal prices from Mark Harrod	2112	673	56	31.9%	2.7%	8.3%
New Season New Goals	2124	650	48	30.6%	2.3%	7.4%
Are you match ready?	2141	598	50	27.9%	2.3%	8.4%
Final chance to get up to 20% off goals and start the season early	2208	729	67	33.0%	3.0%	9.2%
2 weeks left of Early Kick off offer	2216	758	59	34.2%	2.7%	7.8%
Get ready for pre-season with free footballs	2250	670	72	29.8%	3.2%	10.7%
Get free footballs and kick off the season early	2209	798	80	36.1%	3.6%	10.0%
Kick off the season early with up to 20% off goals	2225	764	45	34.3%	2.0%	5.9%
20% off goals for FA registered clubs	2230	891	63	40.0%	2.8%	7.1%
TOTAL	32043	10487	867			
Average				32.7%	2.7%	8.3%

The high open and click rates along with the full performance results 7 days after the eshot has been sent out has allowed Mark Harrod to pro-actively follow up warm leads of contacts at clubs who they know are interested in their products. The 7 day results have not only helped Mark Harrod to see what clubs have opened and clicked the email but it has also identify and target the clubs who have opened the same email multiple times or opened multiple emails.

After committing to an initial 12 eshots to be sent out every 2-3 weeks Mark Harrod renewed their commitment to a further 24 eshots due to the success they had with the first 12.

With Mark Harrod designing the design of the email and sending us the HTML file it has enabled some eshots to be turned around in as little as 48 hours.

If you have interest in using our e-marketing service email office@footballtradedirectory.com or call us on 01772 875184.