

SMT Merchandise



In August SMT Merchandise approached us to use our email marketing service to get their brand and products in front of retail, ticketing and commercial contacts at clubs 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 not only increasing awareness of their brand within a number of clubs but also to gain contacts interested in their product ahead of the main purchase window in January.

Using their designs as a template we were able to create the below emails to celebrate the start of the new season and gifts to thank fans for their loyalty during lockdown.



Email 1

This email was designed to celebrate the start of the new season and get their brand in front of clubs that they didn't already have contact with as well as give clubs that they did know a bit of a reminder of what they do.

This email returned good results with an **open rate of 23.5%** and an impressive **click rate of 2%**.

Email 2

This email was sent out 4 weeks after the first email and was sent out just as it was announced the delay of fans returning to the stadium so they wanted to offer their gifts that could be used as a thank you gift to loyal fans who have stuck with their club throughout lockdown. It was also designed to build on the awareness they raised from the first email and build their contacts even further.

This email also returned good results with an **open rate of 22.7%** and an impressive **click rate of 1.2%**.

These 2 emails resulted in SMT Merchandise receiving orders from multiple clubs as well as interest from other clubs which has set them up very well ahead of the 3rd email that will go out in January when the main purchasing season begins.

This is our first project with the Trade Directory, in challenging times we have been really pleased with the response rate and even gained new clients.

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