

PORTSMOUTH GOLF CENTRE

THE EMAIL STORY

Fifteen have been working with Portsmouth Golf Centre for the past 3 years. In 2015, Fifteen designed a bespoke new website as they wanted to increase enquiries. After the success of the website, they enquired about gaining further sales and email marketing was top of their list. Brands such as Nike Golf, Titleist, Footjoy, Wilson, Cobra and Mizuno were all interested in the idea and contributed to the campaign.

The objectives



Focus on 2-3 of Portsmouth Golf Centre's platinum supplier brands in each email



Increase sales and promote other services



Build awareness for the brands Portsmouth Golf Centre supply



Increase instore footfall and online visitors

The strategy

We created a newsletter that represented the brand Portsmouth Golf Centre. The strategy was to send an email every 2 weeks during a 3 month period on the run up to Summer to try and increase the footfall in Spring time. They targeted their existing email list which was created through the newsletter sign up on the website.

Results



Open rates of up to **25%**



Click through rate up to **10%** of opened

0 10 20 30 40 50 60 70 80 90 100



50% increase
in visitors on
email send day
(compared to days without)



230 visitors
to website on final
email send

What they say about us

"The team at Fifteen immediately saw the gaps and challenges in our marketing and filled them with innovative, clean, effective solutions. Always friendly, positive and supportive to work with, we heartily recommend them!"

Terry Healy
Owner, Portsmouth Golf Centre