



Customer E-Marketing Program

a case study

Challenge:

Silver Spoon/American Café hired MP to help increase their frequency of communication with customers, as well as improve customer loyalty.

Tactics:

- MP designed a series of creative HTML email messages (with the Silver Spoon/American Café branding and imagery). They were distributed to customers on a regular basis, in order to establish frequent communications.
- In order to help Silver Spoon/American Café grow their customer database, MP helped them acquire new names and emails by creating a simple customer sign up form which was easy and quick to fill out.
- MP tracked all e-communications between locations and customers.
- MP created additional “special offer” email coupons and specials that would be sent to customers on important days (such as birthdays, anniversaries, holidays).

Results:

- The campaign’s delivery rate was 96.8% (average is 93%) and the email open rate was 28.7% (average is 26.7%).
- The program opened up new doors for Silver Spoon/American Café, because they not only had a new channel to connect with their customers, they were able to more effectively communicate with them.
- Through MP’s ability to track e-communications, the client was better equipped to understand customer behavior and motivators.
- The client appreciated the attentive, personal service as well as the high quality design work. This satisfaction led to the client entrusting MP with additional projects such as menu creation, point of sale materials, print ads and bill stuffers.

“I love the look of the email, a guest even commented on how bold and simple the email was to read versus other emails she receives from companies.”

-email excerpt from a Silver Spoon Restaurant Manager

