



TribeAgency Develops Email Marketing Strategy for United Stationers to Further United Stationers' Bulk Sales



Market Outlook

To supplement their bulk sales marketing efforts, United Stationers (USSCO) knew it was necessary to elevate their level of exposure, sales and market share by generating a promotional email campaign to further the knowledge and awareness of their customers. The title of this campaign effort became Screaming Deals.

Office supply wholesale companies are in an extremely competitive landscape. Most companies utilize similar data, lists, and methods of marketing as their competitors to reach their consumers. Because of this, Screaming Deals needed to stay one-step ahead of the competition. A dynamic, up-to-date and fresh looking campaign was required to make its mark on potential purchasers and long-time buyers alike.

Opportunity

USSCO approached TribeAgency to execute this campaign for 2004. Through numerous meetings and in-depth market research, TribeAgency and USSCO decided on a plan of action of how to proceed with this campaign to achieve the best solution possible.

In order to integrate this new campaign and effectively market USSCO's special deals online, TribeAgency realized that it was imperative to find a solution that was simple, sleek and concise. Due to TribeAgency's long history as a partner of USSCO, they understood what needed to be done to market to USSCO's customers. It was with this knowledge and expertise that TribeAgency began their 4D process to find the best solution for the Screaming Deals campaign.



USSCO SCREAMING DEALS.CASE STUDY



STRATEGY CREATIVITY TECHNOLOGY WEB INTERACTIVE PRINT MOTION IMMERSIVE

Solution

TribeAgency initiated the email marketing campaign by gathering information about USSCO's dealer base as well as anticipated sales volume through the Screaming Deals email campaign and order form. This process allowed TribeAgency to gain a strategic understanding of how to approach the campaign. The Define phase of the project involved the collaboration of the TribeAgency and USSCO's marketing and strategy teams to establish the objectives and targets of Screaming Deals as a whole.

TribeAgency offered recommendations on how to organize the campaign's style, data and scheduling. This would allow for a focused, well-planned and effective campaign that would better target USSCO's customers and also attract new potential buyers. In the end, Screaming Deals was to elevate sales, increase awareness of USSCO's special pricing benefits, as well as attract new business.

After assessing their strategy, TribeAgency realized that the Screaming Deals campaign needed to have a fresh and eye-catching style, while remaining sleek and organized. It was with this intention in mind, that TribeAgency's creative team began their designs for Screaming Deals. After the designs were complete and USSCO chose the design they desired, TribeAgency then moved forward in developing the end solution.

TribeAgency and United Stationers' technology teams worked together to integrate the design and style of the new email campaign into USSCO's eCommerce page on their servers. After fully integrating the designs into the order form pages, TribeAgency's technology team set up the queue for sending the campaign via TribeAgency's proprietary HTML email (XMail) system.

The outcome of the **Screaming Deals** campaign was a comprehensive and successful email marketing strategy for **United Stationers**.



Results

The outcome of the Screaming Deals campaign was a comprehensive and successful email marketing strategy for United Stationers. Each Xmail saw greater and greater results as monitored through the click-tracking utilities. Screaming Deals' cohesive and timely messaging; incorporated style, flair and a sense of humor. All of which stimulated a strong increase of sales growth for United Stationers.



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