

Best Email Opt-in or List Growth Campaign
Gold B2B
Huttig Building Products List Growth Campaign

Brand/Client Side Team:
Nikki Wildman

Vendors/Agencies:
ER Marketing

MarketingSherpa Summary – Why They Won:

The Huttig team used their sales representatives as the subscriber acquisition channel in this unique campaign. They designed a contest to reward the locations that registered the most email subscribers, and sent weekly updates showing where individual locations were ranked, and how many names they had registered. The campaign helped them grow their list more than 26% in only six weeks.

From Their Nomination Form:

The goal was to excite and incent their sales reps to ask their customers to sign up for email communications from Huttig. Their company thrives on competition internally and this was a great way to build on that.

To view this email as a web page, go [here](#).



ATTENTION HUTTIG EMPLOYEES

Customer
Growth 100%

Huttig Dealer.com

Have your customers
**SIGN UP
TODAY!**

WE NEED EMAILS!



PROGRAM

Week 1 Results

Week 1's big winner is the Fort Myers branch, with 36 new sign-ups, followed by Central New Hampshire with 20. The Huttig email list grew by 96 new people this week - congratulations to the Fort Myers branch, who will receive \$60 in Best Buy/Target gift cards for their hard work! Here are the rankings:

1. Fort Myers: 36 new sign-ups
2. Central New Hampshire: 20
3. Cape Girardeau: 7
4. Tigard: 7
5. Taunton: 4
6. Central Florida, Dallas, Lancaster: 3 each
7. Columbus: 2
8. Augusta-Saco, Sacramento, Selkirk, SoCal: 1 each
9. **Albuquerque, Anchorage, Auburn, Greenville, Jackson, Medford, Nashville, Newington, Phoenix, Riviera Beach, Rocky Mount: 0 new sign-ups**

If you believe your branch had sign-ups this week, remember that only new ones count - if a customer signs up that was already on the list, it doesn't count. Numbers are accurate as of 6/11 at 2:00 PM.

Next Steps

We need more sign-ups - electronic communications are a key driver of business now and they will only become more important in the future. At a time when we're all being asked to do more with less, these communications let Huttig get in front of thousands of customers without our salespeople needing to make calls.

How to Sign-Up


All you or your customer need to do is visit www.huttigdealer.com and click 'Sign Up.' Once signed up, they will receive a confirmation email and immediately be added to our email list - it's easy!


Questions

Contact Nikki Wildman at nwildman@huttig.com or 314-216-2669 with any questions.

Sponsor

Thanks to Thema-Tru for providing gift cards to support this promotion.





MARKETING UPDATE

555 Maryville University Dr., Suite 400 • St. Louis, MO 63141 • 800.325.4466

FAQs

Who Wins Gift Cards?

Weeks 1-3, the top branch will receive \$60 in gift cards. At the end of week 4, the top three branches will receive \$100, \$150 and \$250 in gift cards, respectively.

How Will We Know Who's Winning?

Emails every Friday afternoon will announce the weekly winners.

Who Gets the Gift Cards?

Gift cards will be provided to your GM who will then decide to spend the gift cards for the branch OR raffle them off to any participating branch personnel.

Minimum NEW Sign-Ups to Qualify

25 new sign-ups per branch for weeks 1-3. 100 new sign-ups over the four weeks to qualify for prizes at end of week 4.

Important Dates

June 12: week 1 complete
June 19: week 2 complete
June 26: week 3 complete
July 2: week 4 complete (FINAL)

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ATTENTION HUTTIG EMPLOYEES

HUTTIG BUILDING PRODUCTS CUSTOMER CONNECTIONS PROGRAM

Customer Connection Issue
HUTTIG DEALER.COM
 Have your customers SIGN UP TODAY!
 WE NEED EMAILS!

Week 3 Results

Week 3's big winner is, for the 2nd week in a row, the Greenville branch, with 105 new sign-ups, followed by Riviera Beach with 86. Awesome job by the Central Florida and Sacramento branches too, each with 30+ sign-ups this week. The Huttig email list grew by 334 new people this week, for a total of **653 new sign-ups** during this promotion.

This is your last week to earn rewards for customer sign-ups - the final winners and standings will be announced on July 2, so keep working hard - you could be the one that wins \$250, \$150 or \$100 in Best Buy or Target gift cards!

Congratulations again goes to the Greenville branch, who will receive \$60 in Best Buy/Target gift cards for their hard work! Here are the rankings:

Branch	Week 3	Total
Greenville	105	167
Central Florida	66	93
Riviera Beach	86	86
Sacramento	33	78
Dallas	5	54
Fort Myers	5	52
Tigard	23	35
C. New Hamp.	0	21
Cape Girardeau	0	14
Taunton	2	9
SoCal	1	5
Rocky Mount	1	4
Albuquerque	0	3
Lancaster	0	3
Auburn	1	3
Augusta-Saco	0	2
Columbus	0	2
Nashville	0	2
Jackson	0	1
Sekitt	0	1
Wilkes-Barre	1	1
Anchorage	0	0
Medford	0	0
Newington	0	0
Phoenix	0	0

If you believe your branch had signups this week, remember that only new ones count - if a customer signs up that was already on the list, it doesn't count. Numbers are accurate as of 6/25 at 8:00 AM CST.

Next Steps

We need to keep gathering more sign-ups - electronic communications are a key driver of business now and they will only become more important in the future. At a time when we're all being asked to do more with less, these communications let Huttig get in front of thousands of customers without our salespeople needing to make calls.

How to Sign-Up

All you or your customer need to do is visit HuttigDealer.com and click 'Sign Up.' Once signed up, they will receive a confirmation email and immediately be added to our email list - it's easy!

Mailing List Questions

Email list changes are handled in a separate database to ensure compliance with Anti-SPAM laws. Currently, mailing and email list are completely separate. Any mailing list changes need to be made using the online database (HuttigDatabase.com) - use "huttig" as the user ID and "1234" as the password, just as in the past. Here's what you need to do for emails:

- If you have new customers to sign up, you **must** use the form on HuttigDealer.com
- If you have changes or deletions to existing customers, please make edits on the spreadsheet and send them to Nikki Wildman.
- Download the newest email list of customers by [clicking HERE](#) (updated 6/25)

Contact Nikki at nwildman@huttig.com or 314-216-2669 with any questions.

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