

Best Email Newsletter for Marketing Purposes
Gold B2B
Royal & SunAlliance Canada

Brand/Client Side Team:

Terrie Strickland

Vendors/Agencies:

Ariad Custom Communications

MarketingSherpa Summary – Why They Won

Canadian insurance company RSA wanted to strengthen their relationships with independent brokers and get those brokers to choose more RSA products for their clients. The solution was a new email newsletter that helped brokers focus on serving *their* customers. Contents include selling tips, answers to customers' frequently-asked-questions, and new product announcements designed to make the brokers' jobs easier.

Sorry, the judges promised this winner that we would keep their results private. However, be assured that their data vastly exceed B2B industry benchmarks for opt-in rates, open rates, and clickthrough rates.

From Their Nomination Form

The RSA Advice-Based Customer email campaign has received impressive sign-up and engagement rates that has surpassed both the corporate marketing expectations and industry benchmarks, and has succeeded in building a solid and growing Broker relationship. Strong unique open and clicks rates further support that the targeted Customer Service Representatives continue to be receptive to and value the information provided by RSA.

[Read the online version](#)

Please add RSAeAlert@rsagroup.ca to your email address book.



eAlert

What's New

June 2009 — Enhanced property coverage to meet your customers' evolving lifestyle needs.

[> more](#)

FAQs

Why are we enhancing our property coverage?

We've listened and we've improved. Based on the research we have done and the feedback you gave us in the past ...

[> more](#)

Does RSA offer pet insurance?

Yes, we do, because we know for many Canadians, pets are loving members of their family...

[> more](#)

Dear first name last name,

Do you have customers who own a cottage or rent out their property as a landlord? Do some of your customers own a boat or a holiday trailer? We know you want to find the right coverage for your customers to meet their lifestyle needs. We also know that you need to be able to add the coverage to a policy easily without going through piles of paper work. That's why RSA has enhanced the coverage for our property policies.

[> more](#)



Don't forget RSA's multi-line policies

Did you know that retention is on average 8% higher for customers who have their home and automobile insured by the same company? RSA offers competitive multi-line discounts that will benefit your customers, increase your retention rate and help you build strong relationships with your new customers.

Tips

What to tell your customers about RSA's property coverage enhancements:

Tip #1: If you want to rent out your home or cottage just for a short period of time, you will be covered by RSA at no additional cost.

[> more](#)

Tip #2: Enjoying family time in a holiday travel trailer is a popular way for people to make the most of their summer vacations. RSA offers the coverage enhancements to enable them to do just that.

[> more](#)



Keeping you moving - the Advice Based Customer way

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