

Best Email Opt-in Campaign
Gold B2B
BT – Mid-Market Economic Stimulus Campaign

Brand/Client Side Team:

Russell Cartwright, Ian Bushby, Alison Mahon, Chris Topham, Francis Gleeson

Vendors/Agencies:

Genius.com

MarketingSherpa Summary – Why They Won:

Anytime you can use email to turn a negative into a positive, we pay attention. Using a series of personalized emails BT responded quickly while the economy was crashing. Judging from the results, they gained the loyalty of their customers in the process.

Sorry, the judges promised this winner that we would keep their results private. However, be assured that we have seen all the data and were thoroughly impressed!

From Their Nomination Form:

Using Genius.com email marketing, BT was able to quickly respond to market conditions in a manner that couldn't have been afforded by other mediums. Within hours BT was able to: set up and deliver 15,000 personalized emails to a targeted list of high-priority customers, offer them useful information that could help their business during the economic recession and importantly (because Genius instant tracking and alerting capabilities) have their desk based account manager quickly connect and service customers who showed interest in BT products.

In 10 weeks BT sent out a series of 5 emails. Each one targeted a specific concern and offered a BT solution that addressed that concern.

Credit Crisis survival kit- Cost audit email



Are petrol costs squeezing your margin?

Dear Chris

I'm sure you've seen the headlines and the prices at the pumps:

'Price of oil will double'
The Independent, Wednesday June 11th, 2008

It's official: the increased price of fuel is impacting on business, as the cost of production surges at the fastest rate on record¹.

Is this affecting your organisation?

If so, I can help identify how you can remove petrol and travel costs from your business, enabling it to operate more effectively and efficiently.

This simple cost review has helped businesses like yours by:

- Dramatically cutting travel expenses
- Speeding up decision-making processes
- Reducing their carbon footprint.

To find out more, or arrange a free cost review for your business, ring me, Genius Marketing, on .

In 'Staying Ahead of the Pack' – a series of complimentary online seminars presented by BT Conferencing – a panel of speakers offer advice to SMEs on how they can overcome the current economic downturn.

Still to come:

Part 3 – 'Managing change', Tuesday 2nd September, 12:00–12:40pm
[Click here](#) to register.

To find out more about our conferencing solutions, [click here](#).



IT + communications + support

Please be aware that BT may prioritise contacting those customers that click on the urls in this email.
1. According to the latest figures from the Office for National Statistics.



Email delivery

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Unsubscribe

To change your communication preferences, [click here](#) or send an email to btunsubscribe@bt.com. Please note that it may take up to 28 days to process your request.

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Credit Crisis survival kit- Containing Your Costs



Dear Chris,

In the current economic climate of rising costs you will naturally be looking at running a tighter ship.

As your BT Account Manager I wanted to let you know about a number of BT solutions which will help you through these challenging economic times by increasing your business efficiency and at the same time, saving you time and money.

•COST CERTAINTY:

[One Plan](#) offers capped rates on many UK, landline to mobile and international phone calls giving you the cost certainty you need in these uncertain times. One Plan can also include your mobile and broadband so you benefit from improved rates and rentals. [Click here](#) for more information.

•SAVING TIME AND MONEY:

As travel costs rise, [BT's Web Conferencing Services](#) reduce the need for meetings, cutting petrol costs and saving valuable time. [Click here](#) for more information.

•REDUCE WASTAGE AND INCREASE CONTROL:

[Billing Analyst](#) is a free service which helps you identify unused lines and monitor call usage, reducing wastage and giving you greater cost certainty. For more information please contact me, [or click here](#).

To find out more about our how I can help you contain your costs ring me on , today.

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Credit Crisis survival kit- Retaining Customers in an Economic Slowdown



Dear Marketing Manager Topham ,

BT recognises that keeping hold and maximising the revenue from your existing customers has never been more important than in these challenging economic times. After all customers are the lifeblood of your business!

We also recognise that competition has never been fiercer with your competitors looking to snap up your loyal customers any which way they can.

That's why as your Account Manager I wanted to drop you a line to show you how BT can help you.

Delivering top class service is vital to retaining happy loyal customers, so here are three solutions that not only help you do just that but also ensure you need never miss a business enquiry:

BT Customer Manager solutions, such as **Salesforce CRM** help you build strong loyal customer relationships, manage your customers' data more efficiently and importantly identify more revenue opportunities within your customer base. [Click here](#) for more information.

BT Communications Complete is an integrated communications system that can be tailored to your own requirements. Think of it as a telephone system that links staff with customers and colleagues wherever they work – office, home or mobile, and it's available with 0% finance with BT Finance. [Click here](#) for more information.

Office Anywhere and BlackBerry®

allows you to conduct business on the move, so you can service your customers as and when required, keeping them satisfied and loyal. Also, almost 50% of businesses have won new business by being able to keep in touch when on the move(RIM 2008). For more information please contact me or [click here](#).

To find out more about our how I can help you attract more customers ring me on , today.

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