

Best Email Newsletter for Marketing Purposes
Silver Consumer
BlueGrass Cellular

Brand/Client Side Team:
BlueGrass Cellular Team

Vendors/Agencies:
Paramore|Redd

MarketingSherpa Summary – Why They Won:

One size doesn't fit all when it comes to email newsletters. The team at BlueGrass Cellular asks customers to update their profile according to interest areas and location. Then, the team delivers custom newsletters to each subscriber according to their stated interests. The strategy achieves an average open rate of 43% and a 52% clickthrough rate.

From Their Nomination Form:

Immediately after subscribing to the BGC eNewsletter campaign, the consumer will be prompted to update their profile. By selecting a series of special interests the consumer will indicate if they are interested in receiving information on:

- Phones
- Plans
- Accessories
- Game Downloads
- Ringtones
- Cool Features
- Current events
- Wireless Safety
- Company information

The consumer then receives a monthly eNewsletter. Each email will be customized for the consumer's unique preferences based on the interests they have selected. This email populates dynamically and automatically through the email service provider setup. The result is one email design- one email blast- but a custom experience for every BGC email subscriber.



Sign Up for Email or Text Updates

Please fill out the form below to receive email or text updates from Bluegrass Cellular with valuable information, such as tips and updates, new service offerings and product announcements, news and special events, coupons, and other special offers.

Sign Up for Email or Text Updates

*First Name:

*Last Name:

*Zip:

*Are you a current Bluegrass Cellular customer?

*Please choose how you would like to be contacted:

Select an age range:

Number of members in household:

*I would like to receive information about offers and updates for:

- Phones
- Plans
- Accessories
- Game Downloads
- Ringtones/Realtone Downloads
- Cool Features
- Current Events
- Wireless Safety
- Company Information or Press Releases

*required
Don't worry if you change your mind, you can instantly unsubscribe from email or text updates. View our privacy policy [here](#).

Other

[Privacy](#)



CHOOSE YOUR PHONE

CONTACT US

Bluegrass Cellular
P.O. Box 9012
Elizabethtown, KY 42702
1-800-928-CELL
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HOT PHONES

Nokia 1666 •
MICROBIZ™ VE20 •
Samsung F430 MiniShot •
Motorola Q9c •
view all phones •

HOT PLANS

Pay As You Go Plans •
Nationwide Plans •
Local Plans •
view all plans •

SIGN-UP

Click below to sign up for future email updates and offers by email or text message.



A Holiday Plan



If phones are on your gift list and you need plans for your family or business, check out our [Nationwide Family Plan Special](#) – for \$70/mo. Get 3 lines 950 anytime minutes to share UNLIMITED nationwide night & weekend calling to share.

FREE Bluegrass-to-Bluegrass mobile calling is all nationwide and wrapped up just for you. Come in to activate today at any area location!

[View all Bluegrass Cellular Plans >](#)

Holiday Ringback Tones

Let your callers hear a song instead of a ring while they wait for you to answer your phone. It's a festive way to ringback the holidays! Visit our updated ringback tone catalog and search for your favorite holiday tune! The Ringback tone feature is just 99¢ per month with each tone available for only \$1.99 for annual use.

[View all Bluegrass Cellular Ringtones >](#)



www.bluegrasscellular.com

[Phones & Accessories](#) | [Plans](#) | [Features](#) | [Business](#) | [Support](#) | [Promotions](#)

Current Hot Holiday Specials

Be more productive and efficient in 2009 - get all your email and calls in one device, (no search the web on a FAT keyboard) THE **BLACKBERRY DUNE™** is now as low as \$99.95 and comes with Facebook (pre-installed) **MUSIC 2.0** and an HD camera (with 3.2 megapixel lens) - hurry in to get yours!

[View all Bluegrass Cellular Phones >](#)

A Holiday Plan

If phones are on your gift list and you need plans for your family or business, check out our **Nationwide Family Plan Special** - for \$70/mo. get 3 lines 950 anytime minutes to share UNLIMITED nationwide night & weekend calling to share.

FREE Bluegrass-to-Bluegrass mobile calling is all nationwide and wrapped up just for you. Come in to activate today at any store location!

[View all Bluegrass Cellular Plans >](#)

Charge Up your Holidays

Activate OK service and get 20% off a car charger this holiday season as an added bonus! Visit any retail location near you.

[More info on Bluegrass Accessories >](#)

Madagascar - Escape 2 Africa

Survive in the airport, in front riding in the car or standing in line? Download and play **Download@Blue Madagascar™ - Escape 2 Africa™** Mobile Game! Only \$1.99/mo. as a subscription or \$9.99 as a one-time charge for unlimited play. From your **iPhone™**, **iPod™** or your phone, choose "what's next" then scroll down to the game to select it and purchase, or go to madagascar.com to view the game before purchasing.

[More info on Bluegrass Cellular Game Downloads >](#)

*Available only for phone. You must have a valid email address™ before you can purchase or update to new and download applications.

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[View all Bluegrass Cellular Ringtone >](#)

Ring in the Holidays with RealOne JukeBox™

Visit your nearest Bluegrass retail location to purchase a gift card for 1, 3 or 5 RealTones™. You can also check out the library in your phone's **BRW™** catalog by selecting the festive tone, and listening the catalog. Here are just a few holiday tunes:

<ul style="list-style-type: none"> 2 Santa Baby - Eartha Kitt 3 Grandma Got Run Over By A Reindeer - Gene & Paddy 2 High Hopes - Wings 2001 2 All I Want for Christmas Is You - Mariah Carey 	<ul style="list-style-type: none"> 2 You're A Mean One, Mr. Grinch™ - David Newman 2 Merry Christmas Baby - 1991 Holiday 2 It's Beginning To Look A Lot Like Christmas - The Chipmunks
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[View all Bluegrass Cellular Phone Features >](#)

*Available only for phone. You must have a valid email address™ before you can purchase or update to new and download applications. See store or visit www.bluegrasscellular.com for more details.

Hands-Free Holiday

Traveling on interstate and parkways is busier this holiday season? Dial "56 (*67) from your Bluegrass phone if you need assistance on major inter-city roadways. Or place a call to Safe Patrol, a program offered by the Kentucky Transportation Cabinet's Division of Transportation Security.

Make it a hands-free holiday. Be sure to use your designated Bluetooth® headset and talk responsibly!

[Learn more about Safe Patrol >](#)

A Wireless Wonderland with EV-DO and 3G

We're happy to announce that we've recently added 3G sites for high-speed data service in your area, and also nationwide, where available. What does that mean to you? High-speed data access on EV-DO (3G) capable devices that run on a \$4.99 per month and up data plan or feature will now have faster download and upload speeds. Basically, this means it will be much faster when you're using data, such as for browsing, email, sending or receiving pictures, or using your wireless account to surf the net. It's like surfing on broadband rather than the old get access.

[Click here to learn more >](#)

*Available only for phone. You must have a valid email address™ before you can purchase or update to new and download applications. See store or visit www.bluegrasscellular.com for more details.

[Product Demos](#) | [Our Network](#) | [Locations](#) | [Games](#) | [Contact Us](#) | [Send Us a Friend](#) | [Feedback](#)

Bluegrass Cellular, Inc. | 2000 Long Street | Cincinnati, OH 45219

