

A hand holding a smartphone is shown in a dark blue, monochromatic style. The background is filled with numerous 3D-style envelope icons floating in the air, suggesting email marketing. The overall aesthetic is clean and modern.

Case Study:

**DRIVING ENGAGEMENT
AND CONVERSIONS WITH
EFFECTIVE EMAIL MARKETING**



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Exceptional Spaces
for the People who Matter.



BACKGROUND:

Capital Choice Office Furniture, a leading provider of office furniture solutions, partnered with TriAd Marketing

& Media to enhance their email marketing strategy. The goal: boost engagement, drive conversions, and maximize ROI through highly targeted and efficient email campaigns.



OBJECTIVE:

Capital Choice's previous email marketing efforts lacked customer segmentation and a commitment to a cohesive content strategy, resulting in potential missed opportunities to engage with diverse customer categories. They needed a partner to design and execute campaigns that would nurture leads, retain current customers, and deliver measurable business growth.



STRATEGY AND IMPLEMENTATION:

TriAd worked with Capital Choice to implement a robust email marketing strategy based on four concurrent campaigns.



- 1. DRIP CAMPAIGN FOR NEW CUSTOMERS:** Over several months, new customers are introduced to Capital Choice's products and services through a series of targeted emails. Messaging highlighted Capital Choice's unique offerings, customer success stories, and value-add service solutions. Once the DRIP campaign concluded, these contacts were seamlessly integrated into the regular email promotions that the rest of the contacts receive.
- 2. MONTHLY CAMPAIGNS:** Two separate monthly campaigns provided subscribers with updates on Capital Choice's goods, services, specials, and other high-value content. This included links to TriAd-produced marketing materials, such as blog articles, how-to guides, and interactive tools available on the Capital Choice website.
- 3. INTERMITTENT CAMPAIGNS:** Flexible campaigns were deployed to capitalize on seasonal or unique opportunities. Over time, many new ideas have developed with the campaigns. TriAd has been there to facilitate new ideas quickly, along with proven campaign strategies.

Take a closer look at what we do - and how we think.



Marketing



Print



Social



Video



Web

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TriAd worked closely with Capital Choice to grow and segment their email lists by industry, ensuring each subscriber received content relevant to their unique needs. This personalized approach enhanced engagement, fostered loyalty, and contributed to a significant reduction in unsubscribe rates.

Additionally, TriAd's content integration strategy played a pivotal role in supplementing Capital Choice's email campaigns with high-quality, conversion-driven assets. Beyond crafting compelling email content, TriAd produced a suite of engaging resources, including SEO-rich articles, interactive quizzes, how-to resources, and social media content, all tailored to resonate with Capital Choice's audience.

These assets not only enriched email campaigns but created a seamless funnel to drive recipients toward actionable next steps, such as exploring featured products, accessing exclusive promotions, or downloading helpful guides. By integrating these materials, TriAd ensured the email campaigns were backed by a cohesive content strategy designed to educate, inspire, and convert leads into loyal customers.

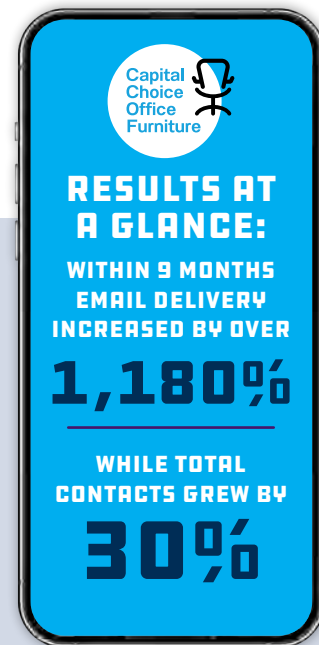
RESULTS: TriAd's email marketing efforts delivered measurable results for Capital Choice Office Furniture, including:

- ▲ Increased customer engagement through targeted, industry-specific subject matter.
- ▲ Improved lead nurturing and retention, as evidenced by low unsubscribe rates.
- ▲ High conversion rates attributed to segmented campaigns and engaging content.
- ▲ Quick action and facilitation of new ideas into the campaigns.
- ▲ Significant ROI, with email marketing emerging as Capital Choice's most effective marketing tool.

CONCLUSION: TriAd Marketing & Media's comprehensive email marketing strategy for Capital Choice Office Furniture demonstrates the power of targeted, segmented, and content-rich campaigns. By focusing on audience needs and delivering value through each email, TriAd helped Capital Choice achieve substantial increase in email deliverability while growing their contact list. Email marketing is now a cornerstone of their outreach strategy.

"I'VE BEEN WORKING WITH RYAN AND THE TEAM ON MARKETING STRATEGY AND HAVE BEEN NOTHING BUT IMPRESSED. THEIR MARKETING IS CREATING BRAND AWARENESS IN OUR COMMUNITY AND IS HELPING US REACH OUR TARGET CLIENTS VIA DIRECT MARKETING STRATEGIES. THEIR SERVICE IS PROMPT AND THEY ALWAYS HAVE GREAT IDEAS FOR REACHING AND WINNING CLIENTS IN OUR INDUSTRY."

Phillip "Furniture Phil" DiSilvestri



Take a closer look at what we do - and how we think.





TriAd Marketing & Media is a close-knit, multi-disciplined team of unique individuals, all with a powerful passion for creating ideas that inspire for our clients' business. From creative designs that make a real difference, to in-house digital production, all your marketing needs can be met by one team in a cohesive and cost-effective way.

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