

Marvin Trade Communication Program

BACKGROUND AND CHALLENGE

Built on its heritage of quality innovation Marvin Windows and Doors continuously leads the industry in product design and function. Marvin's goal was to provide a mix of awareness and lead generation communications to inspire, educate and influence trade audience's consideration for Marvin's Family of Brands.

APPROACH AND RECOMMENDATIONS

Initial step was assessing what content would be the most engaging at the right time for acquisition of new trade prospects.

Working with the client we developed Campaign Themes that would be useful and interesting to trade targets:

- Remodel & Replace Solutions
- Ultimate Double Hung Next Generation Window
- Contemporary Solutions
- Coastal Solutions
- Marvin Doors
- Integrity Ultrex

Our recommendation was to send Builders, Remodelers and Contractors 2 e-blasts & 1 direct mail piece centered on each theme. Over the years, Architects have indicated a preference in electronic communication over traditional mail, so they would receive 2 e-blasts per theme. We included two separate calls to action: or Builders, Remodelers and Contractors to enter to win a trip to the International Builders Show and for Architects to enter to win a trip to American Institute of Architects Conference.

RESULTS

After all the pieces were distributed via e-blast and direct mail the program generated a CTR averaging .72% (Email CTR: .86% and Direct Mail Response rate .48%). The campaign produced a 30% form conversion rate. We had two category focuses products and solutions, based on form submissions products outperformed solutions.



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