

Lakes dive into e-mail marketing with Cromwell



“When the going gets tough the tough get going” - so said Joseph Kennedy, the father of President John F. Kennedy. And that get up and problem-solve approach has been the way Lakes, one of the largest independent audio-visual retailers in the Thames Valley, has adopted to see them through the current tough times.

The company has eight showrooms: Aylesbury, Beaconsfield, Bracknell, Camberley, High Wycombe, Marlow, Staines and a Superstore on the Bath Road in Slough with a central Head office / Warehouse in Slough. It also has a successful e-commerce website.

One of the activities Lakes has undertaken to boost sales is to increase the acquisition of customer e-mail addresses at the point of sale in every store. Using the integrated IT solution, Open-Retail, from Cromwell Business Systems Ltd, Lakes’ sales personnel have asked for customer e-mail addresses whenever an order is processed in store.

Thousands of e-mail addresses have already been collected and hundreds more are added every month - with a very high percentage of customers willingly giving their e-mail addresses and opting in to receiving e-mail promotions from Lakes.

Once an e-mail address has been added to the database, it is uploaded to a dedicated portal run by specialist social media marketing company Constant Contact from where Lakes’ e-mail promotions are managed.

Says Richard Mingay, Managing Director of Lakes, *“Cromwell sponsored an e-mail capture*



competition to kick start the collecting of customer e-mail addresses, and this proved to be a phenomenal success. Now, undertaking e-mail based promotions is proving to be incredibly good value compared to other types of direct marketing and advertising. The Constant Contact service allows us to schedule e-mails and has a number of templates so we can upload images and promotional offers to personalise the messages. We now send out several thousand e-mails every week and are achieving high percentages of recipients opening the e-mails and going on to click through to our website.

We are continuing to capture new e-mail addresses every week across our stores and are excited by the possibilities of this approach to marketing. Online marketing is now unstoppable and we are certainly seeing the benefits of using low cost, fast e-mail campaigns to keep in touch with our customer base and incentivise them to shop more frequently with us.”

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