

Albion Stone

Albion Stone is the premier supplier of world famous Portland stone. They came to us to revamp their email newsletter.



Objectives

- ▶ Design a bespoke email template in harmony with Albion Stone's website design and corporate branding
- ▶ Create engaging content for commercial architects
- ▶ Achieve open and click-thru rates above industry average
- ▶ Review open and click-thru rates to refine and improve future campaigns
- ▶ Train Albion Stone's Marketing Executive to become self-sufficient for future campaigns

Solution

After creating the initial email design, we provided ideas for the content and worked with Albion Stone's Marketing Executive and MD to create each campaign. We provided on-going training and over time, we relinquished responsibility for different aspects until Albion Stone's Marketing Executive became self-sufficient.

Services

- ▶ Email newsletter design
- ▶ Copywriting and content
- ▶ Email newsletter delivery
- ▶ Email newsletter analytics and evaluation

For more information call **020 3326 0429** or email info@KeystoneCM.co.uk

“Keystone's industry knowledge has helped us create an email campaign which is interesting, relevant and informative. I wouldn't hesitate to use Keystone again for this type of work as they have helped us create a successful email campaign effortlessly.”



Georgia Harbour,
Marketing Executive – Albion Stone