



Case Study

Michell Instruments

Sector: Electronic Instruments

Market: Plastics, gas and petrochemicals, automotive, defence, electronics, process, engineering, power generation, compressed and breathing air.



Background

Michell Instruments is the world's leader in the field of moisture and humidity measurement solutions, an accredited manufacturer of hygrometers, moisture analysers and hydrocarbon dew point meters. Michell's products are used throughout the world in a wide range of applications including the natural gas industry, semi-conductor processing, electric power generation, defence applications, air and gas dryer monitoring & control and standards & test laboratories.

Objectives

- To conduct a comprehensive and strategic review of the company's marketing communications structure.
- To effect marketing projects such as e-newsletter campaigns and the development of a new HTML template that can carry a range of messages to be sent as part of a planned programme.
- To produce bespoke sales and marketing collateral that can be used to react quickly to a market or communications requirement.

Solution

Shere began the marketing overhaul by introducing strong and impactful visuals for the e-newsletter using very high quality product images, along with meaningful headlines, concise news stories and web links providing further details on each component part. The template was coded in-line (embedded) rather than hosted on the server and was issued to the client's ACT! Database, which contained over 4,000 prospects from Shere Marketing's e-mail system. Enquiries as a result of the newsletter were carefully logged and web statistics were generated for the four-week period after the broadcast. This enabled us to monitor any increase in click-through to the web site.



Results

- As a direct result of the first e-newsletter, £10,000 of new revenue has been generated. This equates to a 500% return on investment (to date); click-through to the web site has also increased by 6% and the database of prospects has been cleaned.
- Each subsequent e-newsletter has achieved in excess of 300% ROI.
- Each e-newsletter has increased the subscriber database and generated long-term leads that should increase ROI by over 500%.

Client comment

"We invited Shere Marketing to run a workshop as a way of conducting an audit of our marketing communications. We found this a very worthwhile exercise and valued Shere Marketing's input and recommendations. Since then Shere Marketing has been helping us put some new ideas into practice and the results are very positive. I would have no hesitation in recommending them to anyone wanting to conduct a similar review."

"We were very pleased with the results of the newsletters and somewhat surprisingly we are still getting responses – only today (4 weeks after the most recent e-newsletter was broadcast) a quotation request for three instruments from Malaysia, as a direct result of the e-newsletter!"

Chris Parker

Sales & Marketing Manager

