

60 Year Anniversary Email Campaign **Dion Wilson, Marketing Manager, Royal Court**

The Royal Court wanted to think of a non-sales way of engaging with audiences for their 60 year anniversary. It was important to them to capitalise on people who felt part of their history and move to being more content-focused in their marketing.

Emily from Spektrix approached them to do something similar to an Easyjet campaign (see slide 4) which showed people's customer data in a unique story-telling way. It was a great, thoughtful way of using customer data and the Royal Court had loads of good audience data to draw on.

With Emily's help, Dion identified data from Spektrix that they could use (slide 6 shows the data in red from Spektrix). They used a format in dotmailer, similar to their pre and post show emails, containing customisable fields (see slide 7).

They narrowed down the group of people to send to by limiting them to people who booked in the last two years. They did a lot of testing, however the email was accidentally sent to the wrong list of people and ended up going to people outside the limited time frame they'd sent. Oops! In the end it was okay though, as they ended up reaching a lot of people, many of whom hadn't been to the venue in many years. They got away with the slip up because the email was so carefully planned that everyone would have got an accurate email with their own customer data.

Dion's three takeaways are:

- Test at every stage.
- Don't get too precious, and get rid of things that don't work.
- Your level of personalisation is only as good as your data capture.