

Using email as a primary communication strategy with Sitebrand

Legendary studio and makeup outfit **Smashbox Cosmetics** use Sitebrand's professional services and email marketing teams to convey key messaging as part of a multi-channel marketing strategy.

www.smashbox.com

→ Family owned, multi-channel retailer for high quality cosmetics and beauty products

Location

Headquartered in Culver City, California with product distribution in more than 70 countries worldwide

smashbox
COSMETICS

www.smashbox.com

Key challenges:

- Delivering emails in under 24 hours
- Lowering number of blacklisted emails
- Segmenting email lists
- Meeting Smashbox standards for branding/messaging

Solution:

- Sitebrand fully managed email Channel
- Segmented emails based on profession, existing clients, specific promotions and more

Results:

- Increased awareness about upcoming promotions, sales, news, etc...
- Massive increase in number of delivered emails
- Free resources to complete other priorities
- Growth in email database
- Higher conversions from email sends

Smashbox Cosmetics have been at the forefront of fashion, beauty and makeup since 1991. Originally starting out as a photo studio to top stars and celebrities, Dean and Davis Factor began creating a makeup line that would help reflect the studio's quality and attention to detail. Today, Smashbox Cosmetics are globally distributed to more than 70 countries worldwide. They are top sellers at QVC, Sephora, Nordstrom, Alta and other retail outlets and the Smashbox name is synonymous with high quality products.

Keeping your multi-channel marketing strategies in synch

Smashbox Cosmetics have been using email marketing as a significant piece of their overall marketing strategy since 2004. "We look at our online presence as a marketing tool as much as a sales tool and our email strategy contributes greatly to our brand and company", says Orion Hand. Smashbox Cosmetics had specific needs when outsourcing email marketing:

- Increase number of emails delivered
- Further differentiate Smashbox by passing on expertise and industry knowledge
- Free up internal resources for other projects
- Alert customers of news, offers, and latest promotions without sending too many emails

"Email providers similar to Sitebrand seem more like a self-serve solution. Sitebrand has a great personal touch with clients. They're accommodating to our needs and great at getting emails out on time – something that is a huge priority for us."

*Orion Hand,
Senior Manager of e-Commerce
& Direct Marketing*

Passing on knowledge from experience

Differentiating Smashbox Cosmetics is easy – they don't just make products, they use them too. A big part of what makes Smashbox unique is their willingness to share fashion tips and style recommendations to anyone and everyone based on their own experiences.

“Sitebrand's support team helped us whenever needed. We often depend on that to meet our tight deadlines.”

Orion Hand,
Senior Manager of e-Commerce
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About Sitebrand

Make Marketing More Relevant

Retail focus

Nine-year track record of personalizing customer experiences by delivering relevant messaging for E-tailers and multi-channel retailers.

Unique real-time technology

Solutions use advanced predictive technology to personalize the website experience of every visitor in real-time.

Comprehensive services

Solutions are backed by professional services to ensure fast time to ROI.

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Smashbox studios often post pictures, how-to guides and videos to encourage engagement with anyone interested in fashion or cosmetics. Email marketing plays a huge role in driving awareness, interest and ultimately, viewings. “We are talking to a base of people who are familiar with our brands and who want to know about us” says Hand. Passing on knowledge is something Smashbox refer to as “value-added marketing”. The intent is to make sure customers, professionals and other interested groups know the message is genuine. To Smashbox, email marketing is very much an extension of customer service. The goals of increasing the number of emails delivered (whitelisting) and being able to deliver updates in a timely manner were top priorities.

Time management

Smashbox realized they were spending too much time trying in-house emails when the results were less than desirable. “We had an in-house solution that wasn't very effective and didn't provide the results we needed. Creating and sending emails was a huge time resource we didn't have. Simply put, we needed support in the overall process and Sitebrand was able to give us that”. After seeing the work and results Sitebrand produced, Hand realized a significant amount of resources were free to work on other initiatives. “The Sitebrand team does a great job of completing the send in a timely manner”. Hand notes the flexibility of the Sitebrand staff to deliver last minute email sends and changes based on feedback as hugely accommodating to the Smashbox team. “They act swiftly and smoothly when we provide feedback”. A big reason Hand continues to work with Sitebrand is a result of the professional services team who continue to give feedback and are constantly adding what Hand refers to as “a personal touch” to each email send.

Need for news only

Smashbox uses emails to keep in touch with customers. To Hand, email acts as the beginning of a dialogue, “We are keeping our friends in the loop with current updates, news, offers, product launches and more.” Hand and the Smashbox team are keenly aware of saturating their email marketing list, which has grown well beyond hundreds of thousands of names in the last few years alone. Not only are Smashbox emails segmented based on existing customer, professional status, various promotions and more, emails are sent on a “need for news basis”. Prior to outsourcing email marketing to Sitebrand, Smashbox challenges included the inability to deliver emails within 24 hours of the original send and the ongoing trouble with being whitelisted. “Many promotions were time sensitive, whether a weekend special or launch date and Sitebrand has been instrumental in increasing inbox deliveries and doing so on time”, Hand describes. “They've made our promotions more visible and more worthwhile by increasing delivery rates and building our online conversions”.

“We see email marketing as a direct line to customers who choose and want to be contacted by us” says Hand. Email marketing plays a key role in Smashbox Cosmetics overall marketing mix and Sitebrand continues to add value for this worldwide cosmetics company with their Professional Services team being reliable, accessible and doing all the little things to ensure success. Hand concludes “Sitebrand's support team helped us whenever needed. We often depend on that to meet our tight deadlines.”