



# Retail Store in Florida starts a Chain of stores with Email Marketing



## The Client

The client is a major retail store located in Orlando, Florida. With over 12 years of experience, the store had become a firm favorite with the local people. The owners wanted to offer new services to the customers and wanted to open new stores across the state.

## The Challenge

Being a retail store in a small locality, the store didn't have a presence in the state. The owners wanted to gauge the mood of the customers before offering new services and opening new outlets. They were on the lookout for a channel to conduct an interactive survey among their existing and prospective customers.

Contact us at

Toll Free: 800-710-4895  
info@emaildatagroup.net  
www.emaildatagroup.net



## The Solution

The retail store zeroed in on email marketing to conduct the surveys. However, they didn't have the contact details of their clients and prospects in their database. The client decided to partner with Email Data Group, a premier email marketing company providing online marketing services across the globe.

The plan was to send a survey to their prospects and then depending on the outcome, send new offerings to the same clients. Email Data Group provided the email lists with the accurate email ids of all the existing and prospective clients. They designed the surveys and the following campaigns and also rolled out the campaigns.



## The Results

The email campaigns from Email Data Group yielded very high results. The survey brought in very good response from the customers. Based on the survey results, the store offered new services through email campaigns and saw a remarkable rise in the sales during the following days. Slowly, along with the right campaigns and inputs from Email Data Group, the store started outlets in different parts of the state.

## Currently, the store is

- One of the leading retail store chains in Florida
- Having outlets in Orlando, Miami, Jacksonville, Tampa and other cities
- Offering new services regularly through emails
- Regarded as the most customer-friendly store in Florida
- Planning to start stores in other states