Case Study
Repurpose and Recycle

Don't Throw
Old Content Out

A case study on how a company rolled out
email campaigns reusing old content

Overview

Content is a very important part of an email campaign. Concentrating on new content each and every time a campaign is rolled it pulls at your time and resources.

One neat trick is to smartly repurpose content that has already been used previously. This case study showcases how a smart marketer used old collaterals, made changes and sent multiple campaigns.

Company

The Company is an internationally renowned clothing and accessories online mega store. They have rolled out some very good campaigns in the past, fetching them critical acclaim for their content and a resultant increase in online sales.

Challenge

Sending multiple mails with content matching the customer criteria puts serious pressure on marketing team. The content needs to be fresh, but at the same time, it needs to address similar audiences, market the same product and also brand itself the same way as the previous campaign.

This time, resources were getting stretched and the need for fresh content that was as appealing as the previous campaign was adding more pressure.

Solution

Repurposing is a smart way to reinvent. The marketing division was looking for ways to garner new leads through targeted email campaigns.

A quick search of their archives gave them content, which was used a long time ago. These materials had given them considerable visibility and mileage.

All that was required now was a good edit job so that this content could be used again without looking like a shadow of an old campaign. Repurposing old content does not mean using the same material once again it implies that changes have been made to make the information or document more for now.

The Company

- Made necessary changes as per the current requirement.
- Stayed relevant to the present status of the brand and changed the tone accordingly.
- Ensured that matter does look different from the original content.

Benefits

The marketing team sent out new email campaigns to customers who had visited or shopped at their website. The email content was repurposed from older campaigns and changes to the content made it stand apart from the older versions.

The result was that they saw the same type of response from the prospects as the previous campaigns, where the originals were used. Available resources were used far beyond their intended purpose.