

CASE STUDY:

Red Gold Uses Social and Email
to Increase Subscribers

**Client:**

Red Gold

Location:

Elwood, Indiana, in the heart of Tomato Country

Business:

Red Gold is a family owned and operated tomato processing company that began in 1942. Seventy years and four generations later, they still strive for exceptional product quality, operational excellence and unsurpassed customer service. They are headquartered in Elwood, Indiana, where the growing conditions are ideal for producing delicious tomatoes. Red Gold produces premium quality tomato-based products for retail, foodservice, private brand and club channels of distribution.

Website:

www.redgold.com

Introduction

A marketer using social media and email together is not a new concept. Email is used to increase social awareness and social media is used to increase email opt-ins. Used in combination, email and social media can create remarkable results, which is exactly what happened for Red Gold when they combined the power of social media and email into one campaign to increase social engagement by 25% and email opt-ins by tens of thousands.

Strategy

Red Gold's goal was to increase their Facebook fans by 20,000 with the Amazing Apron Promotion. Red Gold incentivized Facebook users who "Liked" the Red Gold Facebook page with a chance to win a free Red Gold apron. There were 4,000 winners over a four week period (1,000 each week). Not only did they increase "Likes" to their Facebook page, they grew their email list by having them opt-in to receive Red Gold emails. Running the program this way allowed them the opportunity to recruit people for both social and email simultaneously.

When the promotion started they sent an email to their 200,000 email subscribers inviting them to participate in the giveaway which prompted a 51% open rate. When the program ended, the winners were notified by email. Based on participation, segments were created within Delivra to send information about future promotions and events to the right audience. Future steps include asking participants to opt-in to receive the email newsletter to increase subscribers.

Results

Red Gold surpassed their goals. The company received 22,734 new "Likes" to their Facebook page and 32,094 entries. In the future, Red Gold plans to send emails to both the winners and non-winners asking them to join their newsletter. If they opt-in to the list and become a new member they will receive a coupon to use on their next purchase of products at the store.

Red Gold plans to continue to this successful strategy with their high end brand, Tutturosso. They are currently planning a new promotion to help increase their Tutturosso newsletter subscribers and to increase the “Likes” on the Tutturosso Facebook page. “We find the combination of working with Facebook, Twitter, and email gives our consumers more opportunities to get coupons and special promotions we are offering,” says Linda Wallace, Red Gold Home Economist.

About Delivra

Based in Indianapolis, IN, Delivra has been providing email software and professional services for more than 13 years. Delivra helps businesses and organizations execute effective email marketing campaigns by providing dynamic software and professional services—from full out consulting engagements to help when you need it in areas such as: Design, Production, Deliverability and Testing. Voted one of the 2011 Best Places to Work in Indiana and one of Inc 5000’s fastest growing companies—Delivra partners with business and organizations across all industries and verticals and truly opens its doors each and every day to put the customer first. To learn more about Delivra visit www.delivra.com or call 866.915.9465.

DELIVRA
9365 Counselors Row, Suite 210
Indianapolis, IN 46240

phone: 866.915.9465
email: info@delivra.com
www.delivra.com

