

Castleforce

Case Study



The Client

Castleforce IT Consultancy Ltd. are IT Security and Business Continuity specialists helping businesses choose the best products that meet the diverse requirements needed to protect against the current threat landscape and which satisfy the specific requirements of compliance guidelines and regulations.

Partnered with major IT Security vendors, Castleforce give unbiased advice on best of breed solutions to help protect organisations.

The core strengths of Castleforce come from the IT Security professionals working at the heart of the company, which enable them to offer additional services such as Support, Training, Installation, Penetration Testing and Consultancy.

Castleforce are also major suppliers of Firewalls, Intrusion Prevention / Detection Systems, Internet Content Filtering, Spam Controls, Antivirus or Spyware protection, Identity Management, Encryption or Auditing software that help reach security standards and compliancy.

The Journey

SO Marketing were the obvious choice to be selected from a shortlist of companies as not only were they highly recommended by another client, but they were the only marketing agency who specialised in the marketing and promotion of companies specifically in the IT Security industry.

So Marketing were invited to work with Castleforce to generate leads based on a continued email marketing campaign over an initial 6 month period.

The Objective

“To generate a significant number of sales leads of which a substantial amount would develop into actual business for Castleforce.”

The Solution

By selecting specific databases and sending targeted messages to groups of data, we were able to cost effectively provide an extensive number of contacts for Castleforce to follow up on over a prolonged period.

The content of the e-mail correspondence covered the main products and services Castleforce offered organisations, ranging from Automated Data Logging, Web Threat Solutions to Application Acceleration, Data Leakage Protection and Virtual Private Networks.

On average the e-mails were broadcast to 22,000 targeted individuals and achieved a 6% unique open rate, 4% click through rate and 37% of the e-mails were read more than once.

Most broadcasts achieved outstanding results due to the methodology we adopted in delivering the campaigns. Utilising our wealth of industry experience, marketing expertise and strategic planning, we were able to execute the aims of Castleforce, delivering over and above their expectations.



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The Solution cont...

In Particular:

- The e-mail that was delivered in January 2008 as part of the campaign promoting remote access solutions was opened on more than one occasion by 48% of the 23,000 recipients.
- Again, in January 2008, the e-mail promoting Castleforce's Specialist Support Services to the Education sector achieved an unprecedented unique open rate of 12% - that's 10.5% above the industry average rate!
- A more recent e-mail targeted at 25,000 IT decision makers promoting Castleforce's Remote Access solution as part of the Disaster Management campaign, attracted 12% of the recipients to click through on the link to their website to obtain more information.

Of course, the bottom line with all the projects is the Return On Investment (ROI) and the figures reflect the overall success in Castleforce's e-mail marketing campaigns so far, and the relationship between them and SO Marketing going forward.

Director of Castleforce, David Woodcock, has been delighted with the results:

"The extraordinary factor of our e-mail marketing campaigns is that we are still getting enquiries from broadcasts sent out in January! The campaigns have enabled us to contact the masses and get our name out into the marketplace. I have found SO Marketing to be thoroughly professional and have recommended their services to others over and over."

If you have any marketing requirements, no matter what the scale, why not call SO Marketing for a chat, or visit our website to see exactly what we can do for you? Our rates are as competitive as they come, and we deliver quality every time. **Contact us today from the details below.**



Marketing

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