



**CASE STUDY: DISTRIBUTOR COMPLETE EMAIL MARKETING SOLUTION DRIVES SALES LEADS AND TOP-OF-MIND AWARENESS**

**PROFILE:**

- ▶ An online distributor of fresh-baked foods began operations selling from a small New England bakery. As interest and patronage grew online, the company sought other bakeries across America that shared their commitment to quality, creativity, and freshness. Today, the company contracts with the best American pastry chefs.

**SITUATION**

- ▶ While the customer had entered the market several years ago, it sought to gain market share by promoting corporate gifting items. In order to expand their customer base and meet this objective, the company needed to find a quick, cost-effective way to generate corporate leads and drive brand awareness.



**SOLUTION**

- ▶ Three new markets were identified including sales, marketing, and human resource executives. A strategic campaign formula of successive emails with messages that built upon one another was deployed to effectively reach this audience.

**RESULT**

- ▶ The customer found FirstWave’s email database to be extraordinarily useful in addressing their needs. The extensive executive email database and advanced deployment and tracking technology allowed them to fill their lead funnel and have a significant impact on sales with top-of-mind awareness.

*For detailed information on any of our solutions, contact us at 1-800-540-6061 or [info@firstwave.net](mailto:info@firstwave.net)*

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