

Serta Insider! Newsletter Improves Brand Engagement with Existing Customers

Fresh copy approach leads to new subscriptions and increased email newsletter open rates



The Challenge

- Develop a stream of fresh content that wouldn't "sell" customers anything, rather it would keep them engaged, entertained and interested in comfort

The Solution

- Use copy with a lively pace and a sense of humor to blend entertainment with information and generate interest in the *Serta Insider!* newsletter
- Keep readers engaged with the brand

The Result

- Highest engagement for *Serta Insider!* to date
- Increased open rates and lower opt-out rates
- Greater brand awareness



The Challenge

The *Serta Insider!* newsletter is a mainstay communication channel for Serta. People subscribed for helpful tips, quizzes and the occasional coupon, but they didn't do much else. Serta had many satisfied customers and supporters on file and they needed a way to turn them into advocates.

Serta needed a way to energize the informational newsletters, create buzz and build an inbound marketing opportunity.

The Solution

J&C started with language. The refreshed, upbeat copy featured:

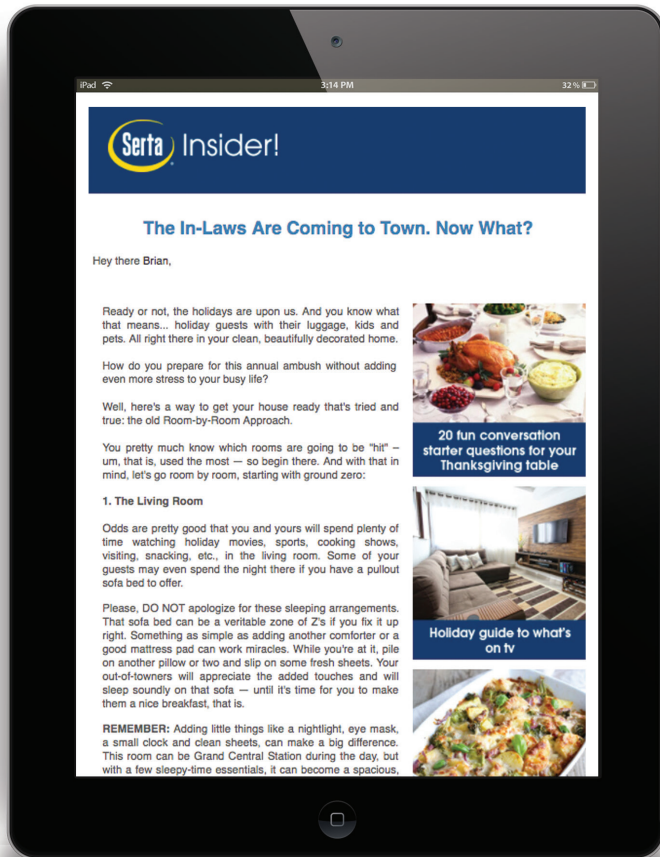
- Bold subheads, short sentences and easy-to-scan paragraphs
- Humor that didn't offend or reflect poorly on the brand
- Infographics, recipes, videos and links to related stories
- An equal mix of information and entertainment

The Result

The new voice, attitude and personality began in May. The June issue of *Serta Insider!* recorded one of the highest open rates for the newsletter yet. Over the summer months, new subscriptions increased as existing customers engaged with the brand more.

But what pleased the client most was the interaction with readers. It became exactly what Serta imagined — another touch point for the brand and an inbound marketing opportunity.

Plus, it was a fun, friendly and “comfortable” environment. It embodied the attributes Serta valued most.



The email newsletters experienced a high open rate and a low opt-out rate, making for a successful engagement. Jacobs & Clevenger's skilled researchers accurately identify audience trends and preferences, and their involved leadership team offers rarely seen individualized attention.

—Director of Direct to Consumer & E-Commerce at Serta



JACOBS & CLEVENER

The J&C Approach

REFINE AND REPEAT

After the analysis is done, the learning begins. Data from each marketing experiment is used to refine campaigns, improve results and increase your ROI.

PLAN

J&C has been building one-to-one marketing programs for 35 years. Each campaign is constructed on a foundation of data. This yields better results and allows for a more agile way to do business.

CREATE

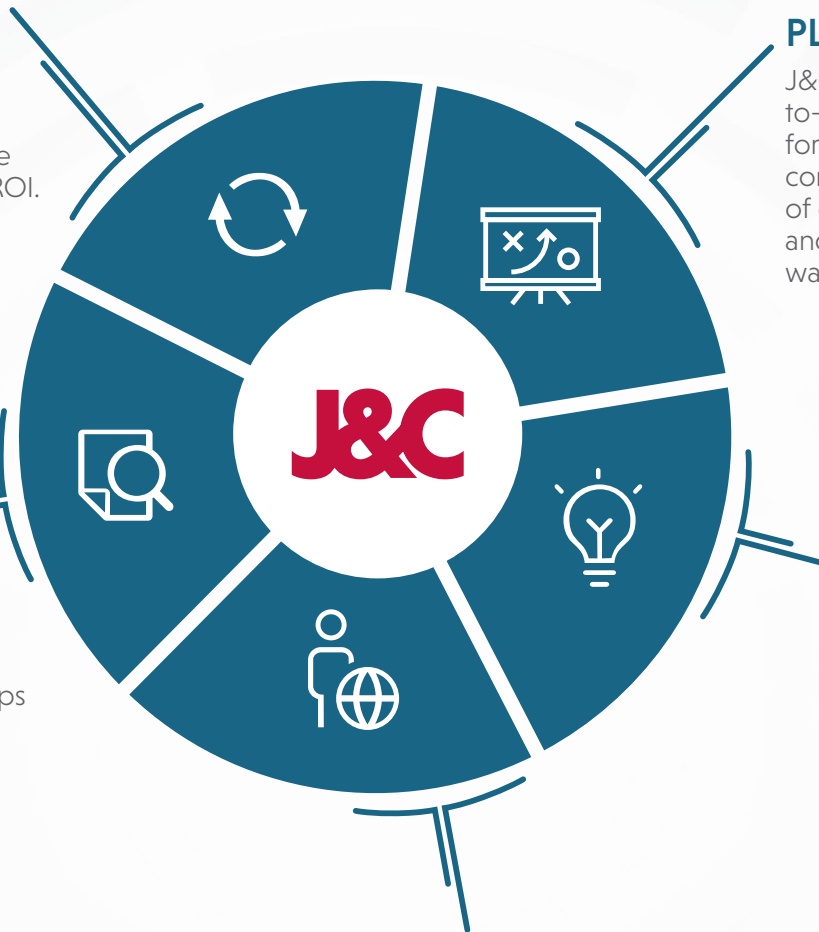
Creating customer-centric experiences is what sets J&C apart. A meaningful experience has the power to enhance your brand, attract new customers and grow your business.

DISTRIBUTE AND PROMOTE

J&C formulates the exact distribution and promotion strategies you need to get your message in front of the right person at the right time via the right channel.

ANALYZE

By tracking KPIs that match your business goals, J&C can tell which elements are impacting your bottom line. This helps you keep pace with your customer's needs.



Let J&C Help Unlock Your Marketing Potential

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