

Problem/Opportunity:

Sage Oil Vac is a growing brand in the construction industry and within their own occupation segment of lubricant and fuel changes for heavy equipment. For this reason, minimal effort had been made to produce educational and informative content to build awareness of their company, products and jobsite stories. Therefore, in 2016, Lessing-Flynn (LF) developed a quarterly e-newsletter to reach their target audience of current and potential customers and dealers. In October of 2017, LF recommended moving the newsletter to a monthly basis and creating one new article each month to deliver new and relevant information to subscribers.

Objectives for the Sage Insights e-newsletter moving to a monthly publications were as follows:

- Drive more traffic to the News section of SageOilVac.com, and share the content with a developed lead email list with current and potential customers as well as their dealers.
- Generate further developed leads by receiving phone calls/emails as a result of the e-newsletter.
- Shared stories via social media channels to reach individuals who do not receive the e-newsletter and entice them to subscribe.
- Grow the list size between new opt-in subscribers and decrease opt-outs year-over-year.
- Increase open-rates year-over-year.

To reach these objectives, the following strategies and tactics were used by the Lessing-Flynn team.

- Revamping the content strategy: Lessing-Flynn revamped the content strategy for a new month e-newsletter to feature one, long-form profile or thought leadership piece, as opposed to four blog-style articles. This new content strategy focused on providing content in the following areas:
- Grow the subscriber base for the e-newsletter
- **Customer Stories** – Articles that highlight Sage Oil Vac customers and how they put Sage Oil Vac products to work for their businesses.
- **Sage Brand** – Articles that talk specifically to Sage Oil Vac products and the advantages they can bring to contractors on the jobsite, for productivity, safety and improved efficiency.
- **Industry-specific Thought Leadership** – Articles that feature Sage Oil Vac leadership speaking to trends and concerns in the industry and how Sage Oil Vac is helping their customers combat these obstacles to be a resources within the industry.
- Grow the subscriber list
- Promotion on social media, encouraging dealers to share with their customer base

The **project timeline** begin with revamping and restructuring the content strategy in November of 2017 and providing a content calendar in December 2017 for the year. The first monthly e-newsletter was sent in February 2018.

Implementation of the monthly newsletter began in January of 2018.

Evaluation and Results:

- In the first seven months of this change, we have experienced the following performance metrics
 - February: Audience Size: 2,639 | Open Rate: 20.9% | CTR: 2.3%
 - March: Audience Size: 2,610 | Open Rate: 17.0% | CTR: 2.0%
 - April: Audience Size: 3,044 | Open Rate: 20.3% | CTR: 2.5%
 - May: Audience Size: 3,009 | Open Rate: 18.4% | CTR: 2.0%
 - June: Audience Size: 2,992 | Open Rate: 16.2% | CTR: 2.5%
 - July: Audience Size: 3,170 | Open Rate: 24.5% | CTR: 3.8%
- Seven new stories have been developed and posted to SageOilVac.com/News.
- Subsequent e-newsletters received emails and calls to learn more about products or received positive feedback from Dealers who were sharing the information with potential purchasers.
- As a result of content developed for the e-newsletter, 18 social posts where developed and shared via Facebook and Twitter to-date in 2018.
- The list size grew from 2,639 recipients to 3,170 within the 2018 calendar year-to-date and by more than 463 email addresses from 2017.
- Social posts were the only public promotion of the e-newsletter.

The budget for this monthly e-newsletter is \$7,800 for the 2018 calendar year.

Sage Oil Vac Insights Supporting Materials

February 2018

Link to e-Newsletter: <https://mailchi.mp/sageoilvac/sage-math-the-numbers-dont-lie>

Link to Article: <http://www.sageoilvac.com/recent-news/sage-math-numbers-dont-lie/>

March 2018

Link to e-Newsletter: <https://mailchi.mp/sageoilvac/time-saving-maintenance-tips-more>

Link to Article: <http://www.sageoilvac.com/recent-news/sage-oil-vac-maintenance-tips-seasons/>

April 2018

Link to e-Newsletter: <https://mailchi.mp/sageoilvac/sage-skid-sweepstakes-winner-a-year-later>

Link to Article: <http://www.sageoilvac.com/recent-news/year-later-lester-contracting-2017-sage-sweepstakes-winner/>

May 2018

Link to e-Newsletter: <https://mailchi.mp/sageoilvac/cl-boyd-100-years-in-the-industry>

Link to Article: <http://www.sageoilvac.com/recent-news/customer-spotlight-cl-boyd/>

June 2018

Link to e-Newsletter: <https://mailchi.mp/sageoilvac/common-oil-issues-revealed>

Link to Article: <http://www.sageoilvac.com/recent-news/wrong-get-cleaner-oil-exchange/>