

## Case study

# Lower Mill Estate

### Challenge

Lower Mill Estate is an exclusive lakeside 2nd home development in the heart of the Cotswolds. Historically the client has been able to rely on press advertising to generate the requisite number of enquiries and tours to sell off-plan 30 houses per year. However, the market has become more competitive and has suffered in the economic downturn. The client was looking for a more cost-effective way to generate sales enquiries.

### Solution

As part of our strategic marketing remit, Response put in place an e-marketing programme to supplement the on-going press advertising. Data was purchased that met specific criteria. Four different e-shots were developed and a test campaign was undertaken to assess their relative effectiveness, varying message and design approach. The most effective e-shot was then rolled out in a phased campaign over 6 weeks to the remainder of the database. Responses were followed up within 24 hours, and once qualified, information was sent out and tours arranged.

### Results

Response rates during the test phase varied between 0.03% and 0.3%. This upper level was then maintained throughout the 6 week campaign. The cost per enquiry (press advertising versus e-marketing) was reduced by 90%.



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