



Using Hallmark Cards to Drive Retail Revenue & Digital Engagement



BACKGROUND

As everybody knows, when Q4 rolls around, your customers get inundated with holiday marketing messaging that fights for their attention. Maintaining a top-of-mind presence with your customers is tough, especially with one-stop e-tailers touting holiday shopping convenience. The answer lies in adopting an omnichannel marketing approach that seamlessly connects with customers through multiple channels in a way that feels natural to the customer journey or experience.



After a great Q3 marketing and promotion effort, our client wanted to top those results in Q4, surpassing the client's normal 4-8% response rate and driving even higher levels of success. And because this retailer is widely known for world-class personalized customer service and high quality, our client also wanted to express a heartfelt holiday thanks to customers and reward them with a very special offer. By sending their customers Hallmark greeting cards, our client could emotionally engage them in a way that would drive both in-store and online sales.



Because of the typical "clutter" that competes for customers' attention, we custom designed holiday cards using the client's brand guidelines and included a message of appreciation along with the client's limited-time offer. The instantly recognizable envelope bearing the iconic Hallmark gold seal ensures that our client's message gets opened and read. Over the next few weeks, customers also received two equally engaging emails using Hallmark-created assets that reminded them to take advantage of their exclusive offer.

RESULTS

The holidays never looked happier! The omnichannel approach using physical and digital Hallmark cards delivered a more-than-expected increase for in-store and online revenue with...



The two follow up emails echoed the greeting card's design so they not only reminded customers to take advantage of the special offer, they expressed the same message of appreciation. As a result, the client's online and in-store traffic spiked two more times and sustained the power of the offer.



WHY IT WORKS

When the holidays come around, a Hallmark card in your mailbox creates instant excitement. Recognized for its quality and sincerity, the “When you care enough to send the very best” message pops to mind as soon as the recipient sees the familiar envelope and gold seal. In a market study, we’ve found that 72% recognized and preferred a Hallmark card over a non-Hallmark card. That’s why Hallmark greeting cards (and your offer) get opened and read over the clutter of regular direct mail.

Omnichannel marketing solutions engage customers by creating an experience that is consistent, seamless and considerate of the consumer across all channels involved. Our physical and digital solution provided a more effective way for our client to engage and connect with customers. The result was a significant in-store and online response and overall revenue increase.

Connect with us today to explore how our marketing solutions can boost your omnichannel efforts and grow your in-store and digital engagement success.

Contact Us

LEARN MORE ABOUT OUR CUSTOMER AND
EMPLOYEE ENGAGEMENT SOLUTIONS.

Contact us at sales@hallmarkbusinessconnections.com
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