

**RED C**

# A sizzling good read

**Title:** Swinton Sizzler  
E-Newsletter & Microsite  
**Sector:** Financial Services  
**Media:** Email, Web  
**Client:** Swinton Group

Swinton don't just want to talk to their customers for one month a year at renewal time, they want to engage with them all year round and give them a reason to keep visiting their website in this very competitive, crowded, shouty marketplace. But why on earth would you open a monthly email from an insurance broker? We know. And we tackled this inertia head on by creating a themed, value-added monthly email newsletter called The Sizzler. It's informative, easy to navigate and offers exclusive deals, chances to win and surveys that feed into our PR strategy. As a result, it's something our email database responds to rather well.

As well as contributing 6% of direct web traffic to swinton.co.uk, the email strategy has generated 16,000 incremental quotes. Cost per quote is 60% below target and with a low unsubscribe rate, we have achieved the goal of keeping our customers engaged with the brand.

Want to add more sizzle to your emails? Contact [rtaylor@redcmarketing.com](mailto:rtaylor@redcmarketing.com)

Dynamic product offers every month

Over 500 people play our competitions and take part in our surveys every month

An email that delivers both clicks and calls!

“ The Sizzler email continues to develop great results for Swinton. We work closely with Red C to ensure that we continuously enhance our open and click through rates. Red C are always keen to test and implement new ideas and keep the email sizzling for us! ”

Libby Morris,  
Direct Marketing Manager  
Swinton Group

