

# Finger on the trigger

Just 1 day from brief to sign off...  
and then we had to change it in 2 hours

**Title:** Triggered Email Marketing  
**Sector:** Financial Services  
**Media:** Email, Social  
**Client:** Swinton Group

"Insurance is boring, who wants to read about that?" 1.2 million people, as it happens... As a rule, insurance brokers have little brand loyalty and tend to talk to their customers only when their renewal is due then they bombard them for the next 30 days. Not with Swinton. We use timely and relevant triggered emails to talk to and engage with their customers and prospects throughout the year. April Fool's, the Emergency Budget, the Elections and World Cup, even the Rooney turnaround all provided inspiration for timely, content-rich emails.

As well as generating in excess of £200k in additional premium income, our April Fool's Day email was voted in the top ten hoax on the web 2010 by Techradar magazine. Oh, and our triggered emails for Swinton also won a Silver Financial Services DMA 2010 award.

April Fool's Email



20% of people clicked the link for Extra Terrestrial Insurance

Wayne Rooney Email



and over 3,000 clicks to the Ministry of Defence Video!

2010 Election Email



“ Our email marketing relationship with Red C has gone from strength to strength, the triggered email programme has provided us with a great opportunity to engage with our customers. Red C have given us great performing creative and invaluable strategic support

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Mark Hallam,  
Head of Personal Lines Marketing  
Swinton Group

Need a more responsive email marketing agency? Contact [rtaylor@redcmarketing.com](mailto:rtaylor@redcmarketing.com)