



**SALZGITTERAG**

Stahl und Technologie

# Key Achievements

**40% rise in orders from email marketing**

**Measured using: email insights data, Salesforce and Google Analytics**

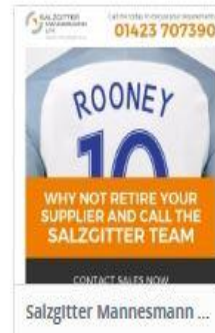
**45% increase in web traffic**

**(measured using Google Analytics)**

**65% increase in engagement from LinkedIn referrals**

# Email Marketing: The key to getting great results

- I created strategic and influential campaigns on behalf of an agency that outsourced their email marketing campaigns to Markateur.
- The client in this case was a company called Salzgitter.
- My strategy was to write and design light-hearted, topical emails that kept Salzgitter at the forefront of my client's minds



# Client Objectives

- Create powerful and impactful designs with clear call-to-actions
- Produce current and engaging messaging
- Creatively produce images to reflect messaging, and make it relevant to Salzgitter products



# The Process: Choosing the theme

Every email would be designed around topical themes that reflected current themes and events.

Example:

The solar eclipse happened in August 2017

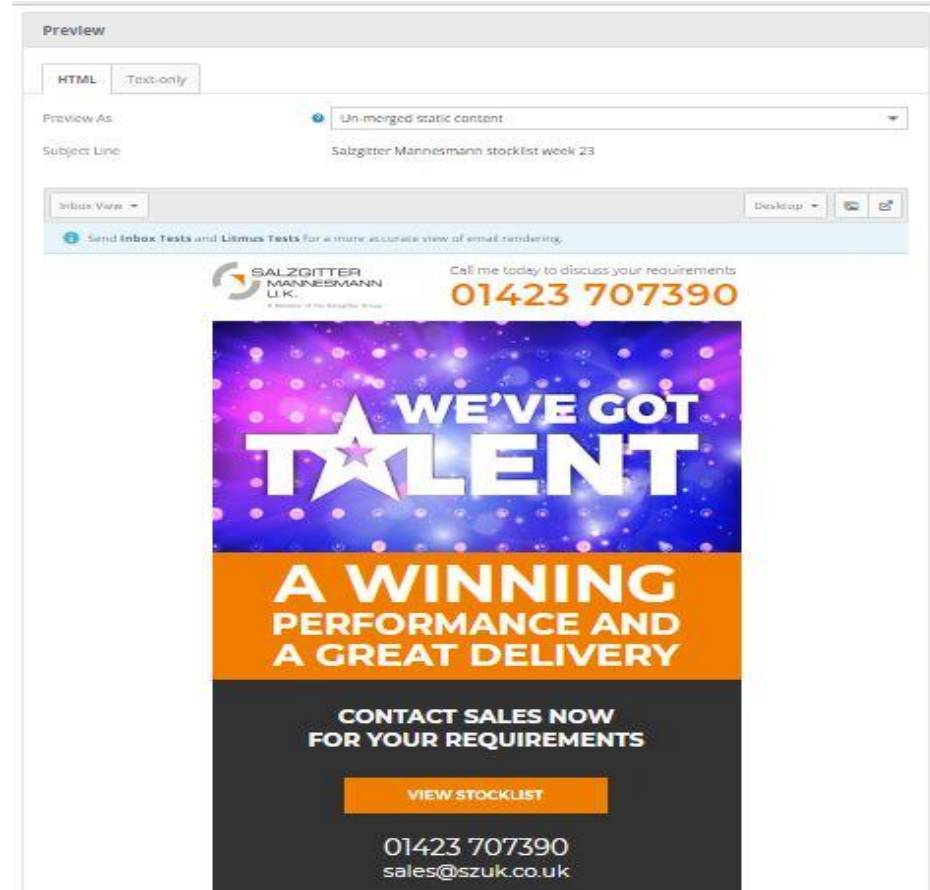
On the right, you can see the email we created around that theme

This had an extremely high level of engagement, with a clickthrough rate of 60%

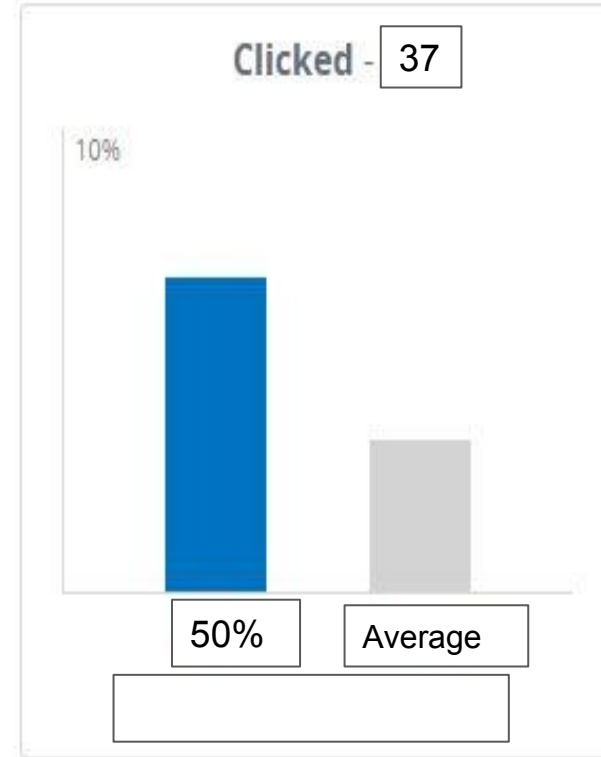
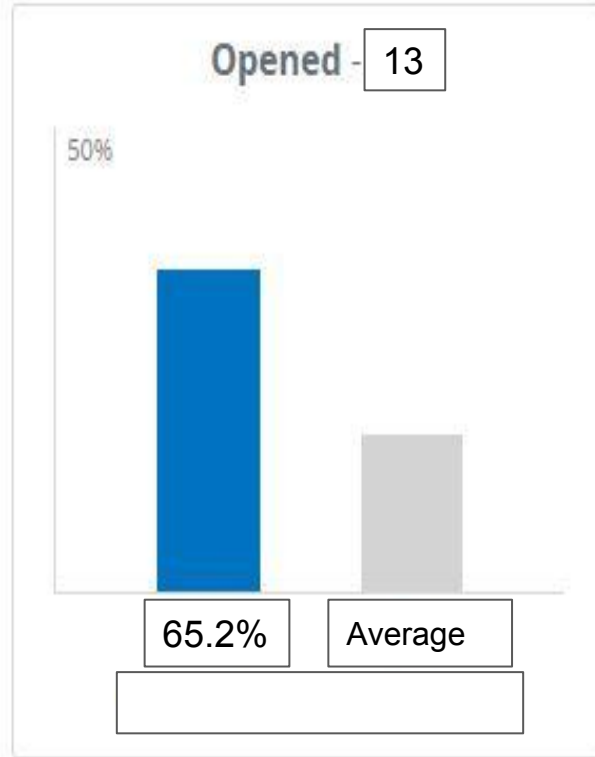
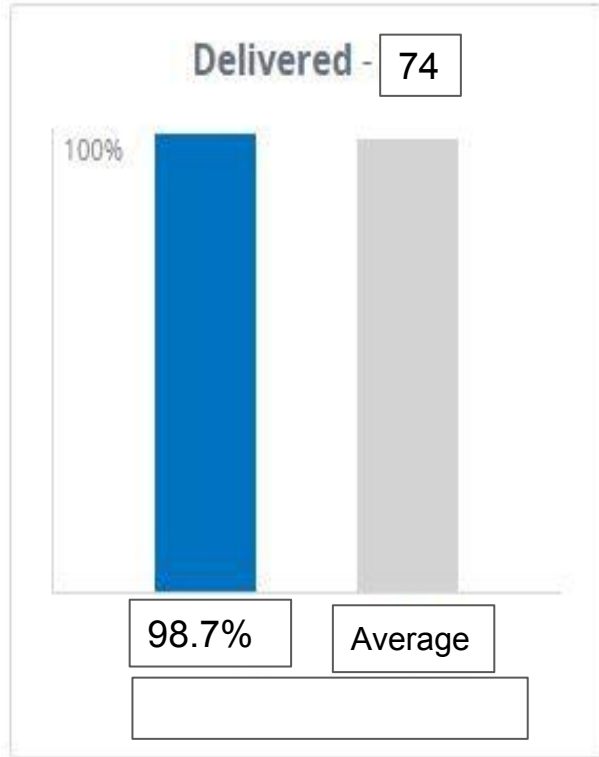


# Popular themes

- Our process was to identify the most popular and incorporate that theme into our messaging, which was modified to make it more relevant to **Salzgitter**
- This strategy was designed to encourage readers to associate popular topics with **Salzgitter** products
- The success of these email marketing campaigns was demonstrated by the high open rates (35% or more), engagement and ultimately, sales



# Email Marketing Insights: We've Got Talent Email



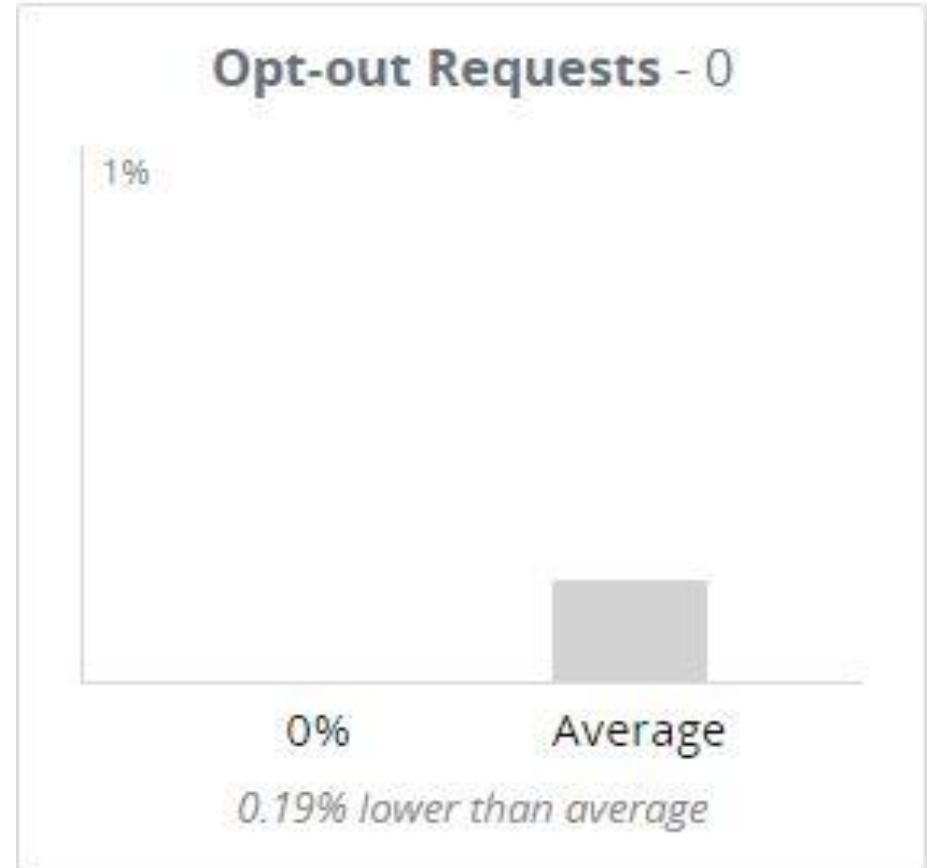
# Average Opt-Out

Every email marketing campaign will eventually have a few people opting out for various reasons.

One of my goals was to reduce opt-outs by creating highly engaging and relevant email campaigns, which meant some emails had no opt-outs

I also segmented the target audience based upon their interests and online behaviour, which we tracked via pixels, CRM data and analytics.

This helped to ensure that readers only received highly targeted emails that were uniquely relevant to them





# Segmentation

**The purpose of segmentation is to help create highly targeted and relevant emails**

**Audiences were segmented based upon the following data:**

**Online behaviour (purchases, abandoned carts, webpage views)**

**Interests: This data was gathered using the survey responses from our CRM system and online behaviour**

**Visits and demographics: We were also able to see when users were online and gather demographic information such as age & gender**

**Those users were then organized into different categories in our email marketing system**

**We then scheduled different types of emails, with:**

- **Unique themes**
- **Targeted content and calls to actions**

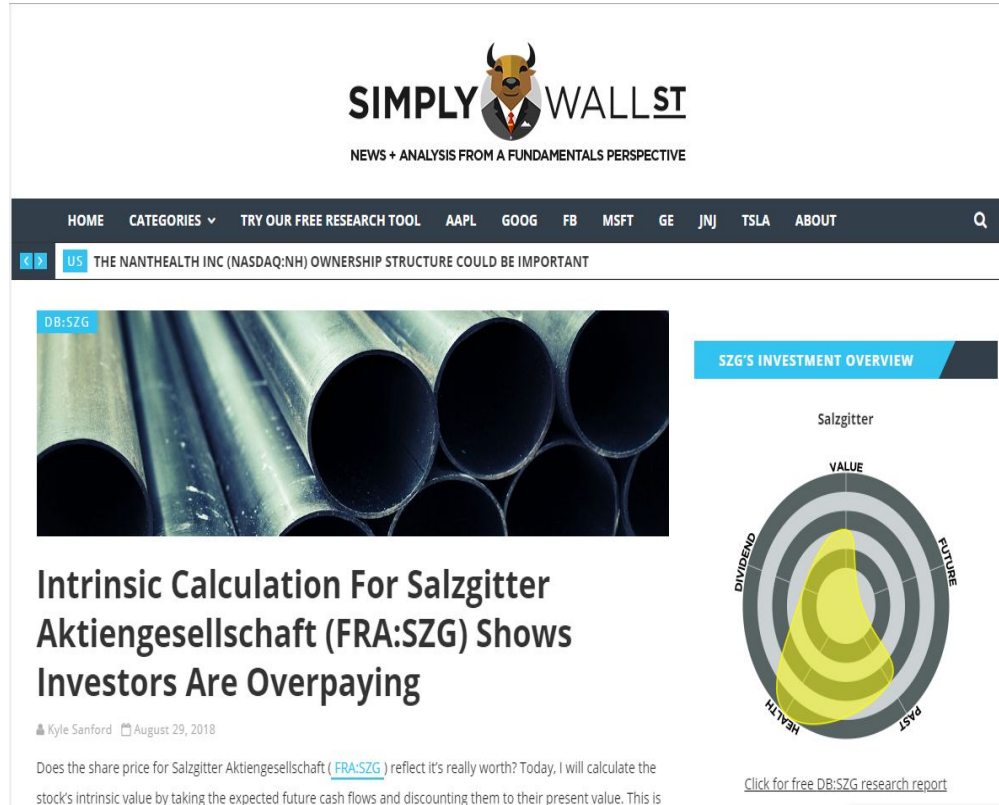
**These were scheduled at the times that were relevant to the audience segment**

# PR and Publicity

Another aspect of my role involved generating PR and publicity on behalf of other companies

My strategy for doing this was as follows:

- Research relevant publications
- Further research into type of stories covered and identify the best journalists/editors to contact
- Write pitch demonstrating understanding of publication/journalist's previous work



The screenshot shows the Simply Wall St website. The logo features a bull's head in a suit. The tagline is "NEWS + ANALYSIS FROM A FUNDAMENTALS PERSPECTIVE". The navigation bar includes links for HOME, CATEGORIES, TRY OUR FREE RESEARCH TOOL, and various stock tickers (AAPL, GOOG, FB, MSFT, GE, JNJ, TSLA, ABOUT). A search bar is on the right. The main article is titled "THE NANTHEALTH INC (NASDAQ:NH) OWNERSHIP STRUCTURE COULD BE IMPORTANT" with a "US" tag. Below the article title is a large image of metal pipes. To the right of the article is a section titled "SZG'S INVESTMENT OVERVIEW" which contains a circular chart. The chart has four quadrants: VALUE, FUTURE, PAST, and DIVIDEND. A yellow shaded area is present in the VALUE and FUTURE quadrants. At the bottom right, there is a link: "Click for free DB:SZG research report".

**DB:SZG**

**SZG'S INVESTMENT OVERVIEW**

Salzgitter

VALUE

FUTURE

PAST

DIVIDEND

## Intrinsic Calculation For Salzgitter Aktiengesellschaft (FRA:SZG) Shows Investors Are Overpaying

▲ Kyle Sanford 📅 August 29, 2018

Does the share price for Salzgitter Aktiengesellschaft ([FRA:SZG](#)) reflect it's really worth? Today, I will calculate the stock's intrinsic value by taking the expected future cash flows and discounting them to their present value. This is

[Click for free DB:SZG research report](#)

# Press Release Example and Publicity

## PRESS RELEASE



Salzgitter AG / Press / Press releases / 1. Halbjahr 2018

## First half of 2018

13.08.18 | Press release of Salzgitter AG

### Salzgitter Group achieves best half-year result since 2008

- **Pre-tax profit almost doubles year on year**
- **Significant contribution of internal programs of measures**
- **Guidance for the full financial year 2018 affirmed**

In the first half of 2018, the Salzgitter Group achieved the best result in earnings before taxes since 2008. The figure came in at € 198.6 million, which is almost double compared with the year-earlier period (€ 100.2 million). Along with the strong performance of the Strip Steel

## PUBLICITY FROM THE PRESS RELEASE

<https://markets.businessinsider.com/news/stocks/dgap-news-salzgitter-ag-salzgitter-group-achieves-best-half-year-result-since-2008-1027452499>

<https://steelguru.com/steel/salzgitter-group-achieves-best-half-year-result-since-2008/517701>

<https://simplywall.st/stocks/de/materials/fra-szg/salzgitter-shares/news/intrinsic-calculation-for-salzgitter-aktiengesellschaft-fraszg-shows-investors-are-overpaying/>

<https://seekingalpha.com/article/4198611-salzgitter-ag-adr-2018-q2-results-earnings-call-slides>

# LinkedIn

I also created a LinkedIn Referral Campaign, which involved the following:

- Connecting with industry influencers on LinkedIn
- Sharing their content and opening a dialogue with them
- Influencing them to share Salzgitter content and generate publicity
- Increasing followers
- Engaging existing followers and customers through highly targeted and relevant content

## RESULTS:

- *65% increase in engagement*
- *5X increase in ROI*

