



E-builder/E-mail Marketing Tool

Case Study



“

”

Client Testimonial

Thank you for your help with the design, content development and roll-out of the e-builder tool. I'm really pleased with the results. Our campaigns now look more consistent and true to the BHETA branding.

NICOLA-ADAMS BROWN, MEMBER SERVICES MANAGER, BHETA

Background

BHETA is the go-to trade association for the UK housewares, DIY and garden sectors and Brookes & Co have been their marketing partners since 2014. Following the roll-out of their updated brand identity, which we developed in 2018, we've continued to work closely with them and have recently implemented a new e-builder tool to create professional looking e-mails.

Brief

To help the Member Services team create personalised, responsive e-mails with ease, whilst taking the pain out of using pre-defined templates or having to brief a coder to create new campaigns in html.

Brookes & Co

September 2019

Newsletter

The British Home Enhancement Trade Association

October forum with Fenwick

We are pleased to announce that **Kieran McBride**, Director of Buying for Furniture, Home and Food at Fenwick, will be joining us on **Thursday 31st October** as a speaker at our next BHETA forum.

Fenwick

SEE BHETA EVENTS

Join us at the next Credit Forum on 14th November

BHETA Credit Forums are open to all members and update attendees on the latest credit and risk management issues in retail trading.

REGISTER

Funky from, Nedis and Domu join BHETA

More and more innovative companies are joining BHETA with fantastic product ideas, great execution and design. It's really exciting to see such reinvigoration in the market.

READ MORE

Plans for National Home Improvement Month 2020

Following the growing popularity of National Home Improvement Month, BHETA has started retailer recruitment for its first such campaign, planned to take place throughout April 2020.

FIND OUT MORE

Get ready for Brexit

The Government has launched a new website which can help businesses prepare for the UK's departure from

Latest News

Looking for new brands?

The BHETA website is a fabulous tool to help retail buyers in the home enhancement, home improvement and gardening sectors source new product suppliers.

The online database features over 175 categories, 750 brands and includes over 12,000 individual product listings from participating suppliers.

VISIT WEBSITE

Search by category, brand or supplier

If you want to find new suppliers in any of 175 categories, from bakeware to water filters, then visit the product page of the Retailer Zone on the BHETA website.

SEARCH DIRECTORY

Unique 'Meet the Buyer' opportunity

BHETA partners with many retailers using a 'speed-dating' approach for buyers to meet potential new suppliers. Why not organise a 'Meet the Buyer' day for your organisation?

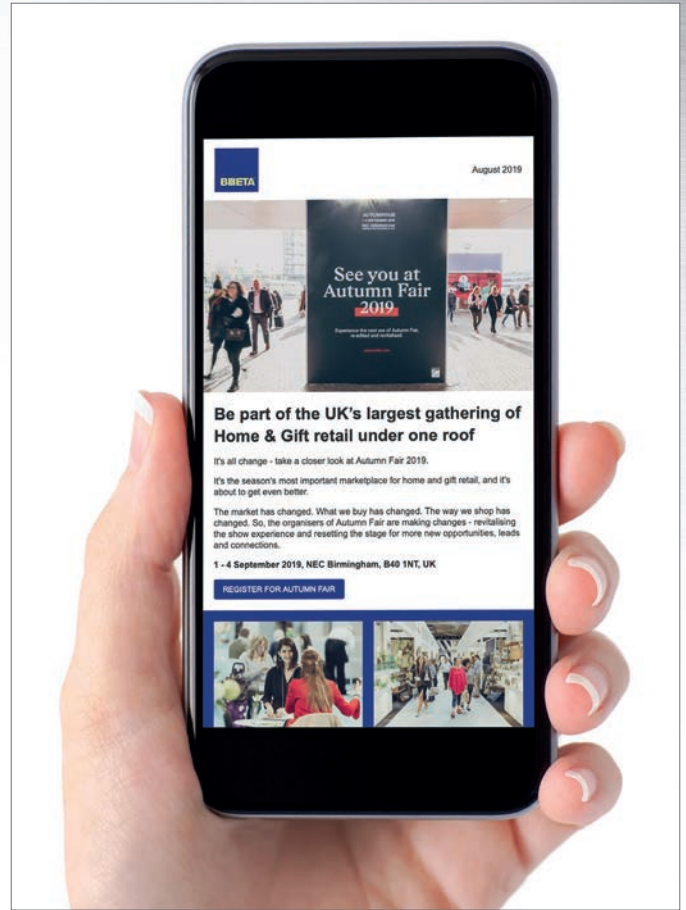
MEET THE SUPPLIERS

About BHETA

BHETA represents over 300 home improvement (DIY), garden, housewares and small electricals suppliers. BHETA owns and runs the Exclusively trade show which is held each June at The Business Design Centre in London.

FIND OUT MORE

If you are looking for new product suppliers, look no further than BHETA's online search directory. With over 300 members, we can help you.



Home Campaigns Michele Retail -

Campaigns

A campaign is a collection of related email messages. Not seeing any? Contact your admin for access to a group.

Icon	Name	Description	# Messages	Created	
	BHETA Promotions	Retailer Zone Promotions	4	2018/07/03	
	BHETA Member Communications	Regular member emails	8	2018/09/12	
	BHETA Economic Snapshot	Monthly Snapshots	4	2018/06/09	

Name	Description	Edited	Actions
Economic Snapshot - Sept 2019	Economic Snapshot to members	8 days ago	
Economic Snapshot - August 2019	Economic Snapshot	8 days ago	
Economic Snapshot - July 2019	Economic Snapshot	2 months ago	
Economic Snapshot - June 2019	Economic Snapshot	3 months ago	

[Create new message](#)

Pre-send checklist

Settings check

- Budget Line Set a value for the subject line
- UTM Campaign Set a value for utm_campaign such as "winter-2019"
- UTM Source Set a value for utm_source such as "newsletter"
- UTM Medium Set a value for utm_medium such as "email"

Images check

- Images All images seem fine

Links check

- Links All links seem fine

[Download HTML](#)

FROM THE TOP ANTI-CLOCKWISE:
EXAMPLE CAMPAIGNS AND
E-BUILDER SCREENSHOTS

Output

Launched at the start of 2019, a suite of e-mail campaigns have been created for BHETA using the new e-builder tool. Each campaign consists of a collection of related e-mail messages that can be personalised based on pre-defined customer segments.

The overall look of each e-mail campaign reflects the brand identity and uses high quality imagery.

The e-mails are responsive and include a clear call to action for recipients to find out more information or click through to the website.

The e-builder tool is used for creating monthly newsletters, sending out promotions and economic updates, as well as general member communications.

A key feature of the e-builder tool is the pre-send checklist to make sure all links and placeholder images have content in them. The inclusion of UTM codes as part of the set-up helps to track the source, medium and campaign name in Google Analytics. This enables BHETA to track where visitors came from as well as what campaign directed traffic to the website to provide effective metrics management.

Contact us on 01889 598600 or visit www.brookesandco.net



Brookes & Co

PARTNERED WITH

