

Mamaroneck, NY-based dog treat company Nature's Animals originally approached Hudson Fusion to handle designing and launching the website for their new subscription-box service, 1-800-Dogbone.com. As part of a larger full-service website development and branding program, Hudson Fusion created a substantial ongoing “flash sale” email campaign to drive traffic from existing contacts in order to close additional sales.

Results

A successful email marketing campaign with open rates approaching 30% and click-thru rate of 9% - both above industry standards.

How Hudson Fusion Made It Happen

- Worked closely with the leadership team at Nature's Animals to determine their business goals and marketing needs
- Strategy sessions led to monthly email “flash sales,” three-day sales with high-priority subject lines
- Emails featured strong reinforcement of company's branding, including attractive photography and an overall emphasis on fun, relationship-building, and the joys of pet ownership centered around seasonal events and holidays
- Email campaign garnered high open rates and click-thru rates, demonstrating high levels of customer engagement



Content Strategy & Development



Website Development



Sales Collateral



Email Marketing



Go-To-Market Strategies



Customer Reactivation



Copywriting

