



# STA-LOK Ltd

Company's first e-shot creates orders worth £5,500

STA-LOK supplies high quality stainless steel rigging hardware to marine and architectural industries across the world. A well-established brand with a global reputation for quality, reliability and customer service, it has a turnover of over £1.7 million.

### The Brief

STA-LOK was performing well, despite the recession, but turned to Kat Creativ to give it the edge over the competition. For the Kat team, this was a new client, in a very specialised industry, and the immediate approach was to understand what the company was already doing to promote itself and to design a strategy which fitted STA-LOK and suited them, their products and what they wanted to achieve.

### The Solution

The company had a strong database of regular and occasional customers, and – while it called these customers fairly regularly – it had no e-marketing strategy. Kat Creativ saw a need to contact customers electronically, to reinforce awareness of and enthusiasm for the STA-LOK brand. For some customers, though, the company only had a fax number. Kat Creativ created an e-shot which could also be faxed out – but the two were differentiated.

The e-shot – in fewer than 80 words – gave customers “five reasons to make STA-LOK your wire supplier”, including not just price, but quality, speed, simplicity and trust, too.

# STA-LOK®

## GREAT DEALS ON WIRE ROPE

Five reasons to make **STA-LOK** your wire supplier!

- Price - up to 50% discount
- Quality - KOS 1x19 is the best you can get
- Speed - immediate delivery on 100 and 200m reels
- Trust - full traceability, and free certification on request
- Simplicity - all your standing rigging from one supplier

CALL Ash on **01206 390779** or

email [ash@stalok.com](mailto:ash@stalok.com)

**DON'T MISS OUT! CALL STALOK TODAY**

**01206 390779**



The fax-blast gave the same message, but also created a sense of urgency and introduced an incentive to give STA-LOK their email address with the words:

**SPECIAL OFFERS! NEW PRODUCTS!**

Want to be the first to know? Send us your email address to get our newsletter – and get ahead of the competition!

### The Result

STA-LOK's customers had never had an e-shot or promotional fax from the company before. They responded with more than £5,500 worth of orders – making May 2010 the second biggest sales month in the company's history.