

## DHI

Studio Brand utilized email marketing to reach DHI's unique and widespread audience to build brand awareness and influence purchases.

### GOALS

- The main goal for Studio Brand was to utilize email marketing in a way that spoke directly to the wants, needs, and personal preferences of the target market in order to drive sales and further promote the DHI brand.

### APPROACH

- Allow email marketing to act as a conduit for other DHI assets such as the website and in-store experiences.
- Define the target audience using data-driven personas based on the demographic and psychographic tendencies of the target audience.
- Incorporate enticing imagery and appealing content to generate clicks in order to amplify the exposure of the brand and its capabilities.
- Incorporate detailed, strategic timelines to optimize the potential successes of campaigns.

### RESULTS

- Open-rates increased 20%. Well above the industry standard.
- Further amplified the DHI brand and allowed them to maintain their position as the top-retailer for their market.
- Optimized marketing activities by promoting a variety of products and services under the DHI umbrella.
- Established a continuous relationship with the target market that will be utilized throughout their time abroad.

### THE CURRENT SITUATION

DHI is a U.S. Department of Defense (DoD) telecommunications, live media-streaming and video-on-demand solutions provider, official Army & Air Force Exchange Telecom Concession, and Space & Naval Warfare Systems Command (SPAWAR) MWR internet service carrier. As a global telecommunications provider, DHI helps people in even the most war-torn regions achieve freedom of communication and information. DHI needed to reach their massive audience in a way that would utilize both imagery and dialogue to drive consumers to make purchases and build a relationship with the DHI brand. In turn, email marketing allowed DHI a much more active sales funnel to acquire further customers across multiple countries.

INDUSTRY: RETAIL

YEAR: 2018

SERVICE SCOPE EMAIL MARKETING

PROJECT TEAM:

BRAND DEVELOPMENT · CONTENT MARKETING · INTERACTIVE MARKETING

### THE SOLUTION:

Studio Brand incorporated intensive marketing research to dissect the specific interests and pain-points held by DHI's unique target audience. It was vital that Studio Brand understand the ideal consumer and examined what type of selling points resonate best with this particular audience. Doing so, we were able to outline exactly how DHI should utilize various imagery and copy to, not only inform the consumer of DHI and their products/services, but interact directly with their brand and drive them to make purchases. In addition, Studio Brand used consumer behavior to strategically plan the day-part and consistency of our email campaigns that effectively translates into increased engagement.

### PROJECT GOALS AND OBJECTIVES

Studio Brand's overarching goal for DHI was to increase both online and offline traffic through effective email marketing. The intention was that email marketing would help supplement the entire marketing mix by driving awareness and devising engaging content that will further promote the DHI brand. Objectives under this goal included establishing reliable and comprehensive target personas, facilitating awareness through content-driven communications, and employing reliable metrics to evaluate the success throughout our campaign.

### MEASURE OF SUCCESS

Studio Brand continuously monitored a variety of marketing channels to delineate why and how our email campaigns were succeeding. According to our metrics, DHI experienced open and click-through rates well above the industry norm. In addition, based on the results of our campaigns, we discovered that DHI not only increased in sales over these periods, but made substantial progress across multiple platforms within the marketing mix such as improved web traffic, social mentions, and overall brand awareness.

Studio Brand was imperative to the success of the DHI brand and compounding the success of their sales through expertly-crafted email marketing.

—Nathan Smith, Content Director at SB



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### HOW IT WORKS

1

Sign up for the SM Ultra Plus Plan.

2

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3

Watch your favorite live sports content on XVUE.

4

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5

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Thanks,  
DHI Customer Care

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