OfficeScapes•Scott Rice saves $12,000 with launch of email newsletter, drives 1,200 visitors to their web site and generates 9 requests for quote with first edition

Newsletters are a great way to keep your business growing and keep your company's name in front of your customers, so when they need service, they'll think of you. But how do turn your newsletter in to a sales tool and save money at the same time? OfficeScapes, a Colorado based office furniture dealer, is using StructuredWeb's eMarketing Center to create and distribute an html newsletter that grabs customers' attention with vibrant colors and vivid images and generates sales leads with built-in tracking tools.

The Challenge: Old Newsletter Not Generating Enough Response
OfficeScapes was emailing its customers a corporate newsletter that wasn't generating much response or activity. According to Linda Rumbarger, Marketing Manager at OfficeScapes, "Email is affordable and easy, but it only supports text-based messages. Print supports color images and high-end graphics, but it is too expensive to produce. We wanted the efficiency of email with the glossy, professional impact of print."

Fig. 1:   OfficeScapes•Scott Rice Newsletter

The Solution: Make Your Newsletter a Sales Tool
Then, OfficeScapes discovered StructuredWeb and found a quick and easy way to turn their newsletter into a powerful sales tool. OfficeScapes' sales force quickly grew to appreciate StructuredWeb's tracking features. Linda is able to notify sales people when a customer opens one of her newsletters or clicked on a link. "StructuredWeb does the cold calling for us." And, it's easy to use. "I don't have any HTML skills, I just click a button and StructuredWeb sends my newsletter out personalized to everyone in my database"

New Newsletter Generates Immediate Results
OfficeScapes first newsletter announced their new website and online product catalog (also included with StructuredWeb's comprehensive eMarketing solution.) "Customers opened my newsletter and saw a screen shot of my new website. They could link to my website and search through our products and place orders online. The response was tremendous. That month our website got 1,200 unique hits and 9 requests for orders."

When it Comes to Cost…
Email Beats Direct Mail Hands Down
To send a print newsletter with minimal graphics, it would have cost Linda over a $1,000 per month. By using StructuredWeb, Linda plans to realize $12,000 in savings in one year alone, and she is now able to communicate with her customers more personally and powerfully than print or email could ever provide.

WWW.OFFICESCAPES.COM REVAMPED
We have redesigned our web site to improve its functionality for you. Here are some of the new features for you to check out:

- A new Steelcase product catalog that you can use to request specific information or pricing about products that are of interest to you.
- Our searchable database of pre-owned furniture showing furniture that we have available for sale locally; it also connects us to large national buyers/sellers
- Detailed information on rental product that we can make available to you
- Interactive opportunities for you to communicate with us--you can send us a message, request service, or sign up for our mailing list
- A private customer area where we can share information with you according to your needs

STEELCASE A WINNER IN INDUSTRIAL DESIGN EXCELLENCE AWARDS
Each year, Business Week magazine sponsors a worldwide competition of the best new products as selected by the Industrial Designer Society of America. Known as the Industrial Design Excellence Awards (IDEA), the awards span many product categories in addition to furniture, such as autos, technology, and footwear.

This year, Steelcase won a gold and 3 silver awards, resulting in a #3 ranking in the total number of IDEAs bestowed this year. Only Apple Computer and Samsung were higher. And this ranking puts Steelcase ahead of well-known companies such as OXO (the Good Grips people), Black & Decker, Nike, Fisher-Price and dozens of others.

Steelcase awards this year were:

Cachet Chair	Gold Award
Pathways	Silver Award
Room Wizard Graphical Interface	Silver Award
Lucy Chair (Vecta)	Silver Award

Steelcase has won 10 IDEA awards during the last 20 years, placing the company in 7th place for the long haul, right behind Apple, Samsung, IBM, Microsoft, Fisher-Price and Hewlett-Packard. Additionally, the overall leader in the ranking of design firms winning multiple IDEAs this year -- as well as during the past 20 years -- is IDEO, a valued member of the Steelcase family. For more detail on the IDEA awards, read about it in Business Week Online.

The Bottom Line…
"There's no point in having a website if you don't have any traffic. StructuredWeb provides the marketing tools that drive customers to a website that conducts business for you. Now, that's how you make a business grow."

> "There's no way I could recreate the
> effect that my StructuredWeb newsletters have on my customers. Plain old email text simply
> doesn't rise above the noise and grab my customers' attention"
>
> **- Linda Rumbarger, OfficeScapes•Scott Rice**

Fig. 2:   Traditional Print Newsletters vs. Structuredweb

Traditional Print Newsletter	StructuredWeb Newsletter
Cost: • $1,000 per month • $12,000 per year (for 12 issues) Frequency/Circulation: • Number of issues limited by budget • Number of recipients limited by budget End Product • Non-personalized, mass communication • Static newsprint with fixed images • Low-resolution images with flat colors • No tracking capabilities • No ordering mechanism included	Cost: • $1,999 one-time annual fee • No charge per issue Frequency/Circulation: • Number of issues unlimited • Number of recipients unlimited End Product: • Highly Personalized, one-to-one message • Dynamic email with interactive images • High-resolution images with vibrant colors • Complete tracking identifies hot prospects • Online ordering capable (optional)

Contact Us To Learn More:

Peter Brooks
StructuredWeb, Inc.
P: 201-325-3140
Email: Peter.Brooks@StructuredWeb.com