

# Sweet success: How Elk Software Group's email newsletter platform energised sales for Edible Blooms.

## Overview

### Challenge

- Edible Blooms faced the issue of having a customer database but not the understanding of how to use the information to its full potential.

### Solution

- Using Elk Software Group's eNewsletters Online system ([www.eNewslettersOnline.com](http://www.eNewslettersOnline.com)), which is built on IBM WebSphere Application Server Express and uses IBM DB2 UDB, Edible Blooms implemented a bi-monthly newsletter to serve as the core of the company's direct marketing strategy.

### Key Benefits

- With the Elk/IBM solution, Edible Blooms now has a cost-effective marketing strategy.



## About Edible Blooms

Edible Blooms is an Australian-based gourmet gift company. With store locations in Melbourne, Sydney, Brisbane, Adelaide, and additional stores opening in Perth and Auckland (NZ), in 2009, Edible Blooms provides high quality gourmet chocolates, fresh fruit, and hand baked cookies for individuals and companies looking for a creative way to surprise or reward friends or employees.

Aside from brick and mortar store locations, Edible Blooms also has a web site for customers outside of the major metro areas, as well as a toll free number for customers to place orders via phone.

## Creating the Right Marketing Mix

Edible Blooms was founded in 2005 by Kelly Baker. The company experienced massive growth in only a few short years and found itself with store locations in most major Australian cities, as well as a burgeoning online business. Baker understood the idea of developing the right marketing mix for the company, but also understood that her database of customer information was remaining largely untapped. Realising the potential of implementing an online-based newsletter, Baker began her search to find a company that could deliver high quality results for a small to medium sized business in Australia.

Recognising the decline in consumer spending worldwide since 2007, Edible Blooms was determined to watch its profits grow by implementing the right marketing mix.



## Finding the Right Solution

Edible Blooms was looking for a way to communicate to its customer database through the online newsletter platform. The important factors for the company included creating a final product that projected a highly professional image and was able to reflect Edible Bloom's company branding and imagery, reliability, ensuring compliance with the Spam laws in Australia, ease of use, and most importantly, good customer support from the software provider.

After speaking to several companies regarding their online newsletter offerings, Edible Blooms decided that Elk Software Group's eNewsletters Online system, built on IBM WebSphere Application Server Express and which uses IBM DB2 UDB, was the right system for the business' needs.

An important factor in Baker's decision to use the Elk/IBM solution was her concern to ensure compliance with Australia's Spam laws. After discussions with Elk about these concerns and not wanting to alienate her customers, Baker was confident that she had found the ideal marketing tool.

"We had a database, but as a new company, we weren't taking full advantage of its potential. Now, we're maximising our marketing efforts with a technology that requires very little effort."

## The Results are Sweeter than Candy

The success of the Edible Blooms' eNewsletter can be measured in several ways, but none is more convincing than the spike in web site traffic the company began to receive after the first e-mail distribution was sent out to the existing customer database. The click-through response from the eNewsletter was so great that Edible Bloom's server crashed and the company was forced to stagger distribution from that point forward.

"The tools we are given with the eNewsletters Online system, such as real-time tracking, are a great benchmark for us," said Baker. "We see a definite spike in traffic immediately after we send out the newsletter, but we can now monitor the site's traffic on regular days as well."

"The eNewsletters Online system has definitely increased our successful marketing tactics, which is shown by our annual growth year after year."

## About Elk Software Group

Elk Software Group is a Perth-based IBM Advanced Business partner† that specialises in software development of web-based business products and custom systems.

Elk Software Group's eNewsletters Online is an online email newsletter product that allows customers to create and send professionally-designed HTML email newsletters to their subscribers quickly and easily. Features include multiple mailing lists, WYSIWYG Editing, click-thru and open rate reporting, send management and subscriber management, plus much more. eNewsletters Online is a fully Internet-based system, so there is no software to download and install.

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