



# Rocketseed Proves Launching a Product Doesn't have to be Expensive

## 1. The Client

Fuse Net Solutions is a digital marketing agency which offers a range of strategic, marketing and design services typically associated with a top-flight traditional advertising agency but applied within the digital space.

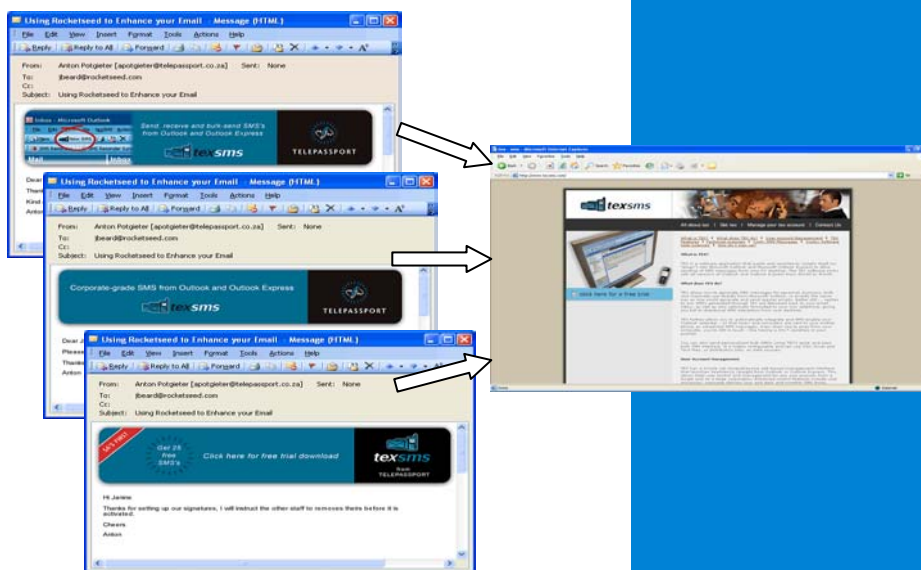
## 2. The Goal

The goal for this campaign was to launch TelePassport TexSMS service, a software application that easily and seamlessly plugs into Microsoft Outlook to allow sending of SMS messages from your PC desktop.

The secondary goal was to drive traffic to the product's new website, which had yet to generate its own awareness.

## 3. The Campaign

The Rocketseed campaign was aligned with the above and below the line campaign strategy, from both a timing and content perspective. Rocketseed used a multi pronged approach of enhanced-email, sent by all employees, and a number of targeted bulkmails. All these drove traffic to the new dynamic website.



## 4. Result

Rocketseed generated a 6% response rate level in the new product and generated over 2,023 sales leads.

Rocketseed further was able to target existing clients differently to new business clients, leveraging the cross sell opportunity of existing relationships. This created a simple and highly effective mechanism to increase conversion rates.

Apart from the direct sales benefit achieved, Rocketseed enhanced the brand awareness of the company and considerably increased general web traffic. This was explained by the fact information was originating from a trusted source.

The above resulted in a highly cost effective mechanism for launching a new product.

case study

fuse  
net solutions



TELEPASSPORT  
beyond expectation



### 5. Client Comments

"This is a great example of how to drive online sales by reaching potential clients with a single-minded, targeted and easy to assimilate offer that allows a quick one-click 'jump' to a comprehensive information source / online sales mechanism."

"Successful? The numbers speak for themselves."

James Burton, Director, Fuse Net Solutions

"The texSMS product has taken off and quickly reached levels even beyond our predictions. Take-up of the product by both existing and new customers has been phenomenal, and the Rocketseed approach has definitely been a strong contributor to this, by giving targeted awareness through catchy and engaging headers. We have been able to quickly build a solid market leadership presence, and the results and momentum generated are fantastic."

Anton Potgieter, Managing Director

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for themselves ”