



case study

StrategicFusion Adds a New Dimension to its Brand Consistency and Professionalism

1. The Client

StrategicFusion is a strategic brand engagement consultancy that helps companies more effectively communicate with their internal and external audiences through envisioning insightful strategies and innovative enhanced creative solutions.

Based in London, StrategicFusion works with a diverse client base, from large, reorganised and expanding businesses from the FTSE 250, to the fast-moving, embryonic achievers of tomorrow. Their customers include Balfour Beatty, The Go-Ahead Group, Aer Lingus, TTPCom, The University of Reading, Premier Oil and SpinVox.

2. Professionalism and consistency

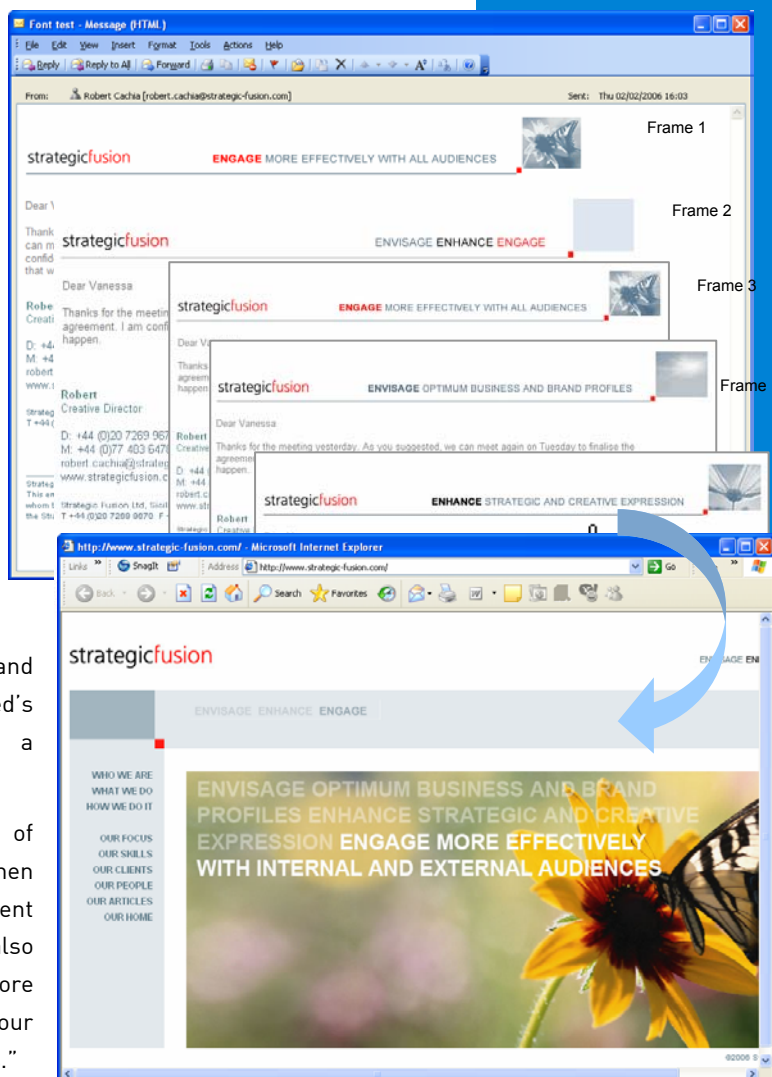
Being in the consultancy business means that StrategicFusion's brand and image are key. Following an exercise to reposition the company and with a new website in place, www.strategic-fusion.com, StrategicFusion was keen to ensure consistency and clarity in the way it communicated, with particular focus on its brand.

"We were already using email stationery to achieve a degree of consistency, but in a rather crude way as it's very limited," explains Stephen Rogers, Managing Director of StrategicFusion. "What Rocketseed enables us to do is present a much more professional image and an engaging means of reinforcing our brand."

StrategicFusion has a mixture of PC users and Mac users so it was important that Rocketseed's Intelligent Business Email could support a multiple email client environment.

"The approach we wanted was more one of 'rolling thunder' rather than 'big bang'," Stephen continues. "As well as continual and consistent presentation of our brand, Rocketseed also provides a natural way for people to find out more about the company by following the links to our new website that are in all our outgoing emails."

Within the first month of using Rocketseed Intelligent Business Email, StrategicFusion are achieving a click-through rate of 7%.





3. Engaging customers effectively

For StrategicFusion it is essential to get to a face-to-face meeting as quickly as possible with potential customers. Anything that enables this, or speeds up the process, is invaluable.

“Rocketseed adds a new dimension with its ability to incorporate animation into everyday email,” explains Robert Cachia, Creative Director at StrategicFusion. “It’s different and much more engaging than just having a static image, so people are more receptive to it and it’s working really well for us.”

“Rocketseed has met every one of our objectives from the outset,” concludes Stephen. “The next step is to look at the more sophisticated things we could do with Rocketseed, such as more targeted messages varying by sector, and to start building it in as an integral part of our new business activities.”

ⁱ Rocketseed's Intelligent Business Email turns individual outgoing emails into a powerful corporate messaging tool that, amongst other things, integrates corporate branding, inserts interactive, targeted marketing messages, provides actionable insights and ensures legal compliance.