




# case study

## Rocketseed delivers new business for Fulham

### 1. The Client

 **fulham** is the oldest professional football club in London, having been founded in 1879. Based at Craven Cottage in Fulham, South West London, it is today in the top-tier of English football, the FA Premier League.

### 2. Bringing in business, delivering qualified leads

Fulham FC uses Rocketseed to brand everyday emails and to send out a monthly broadcast email, 'Extra Time', to promote its many different hospitality packages to existing and prospective hospitality customers.

“One of our very first emails resulted in an immediate booking of a hospitality package. We could see exactly who had clicked through and what they had clicked on,” explains Daniel White, Acting Marketing Manager at Fulham FC.

'Extra Time' is managed by Rocketseed on behalf of Fulham FC. Timeliness is key as Fulham FC needs to ensure that up-to-the minute information is delivered quickly to its target audience of business-to-business contacts.

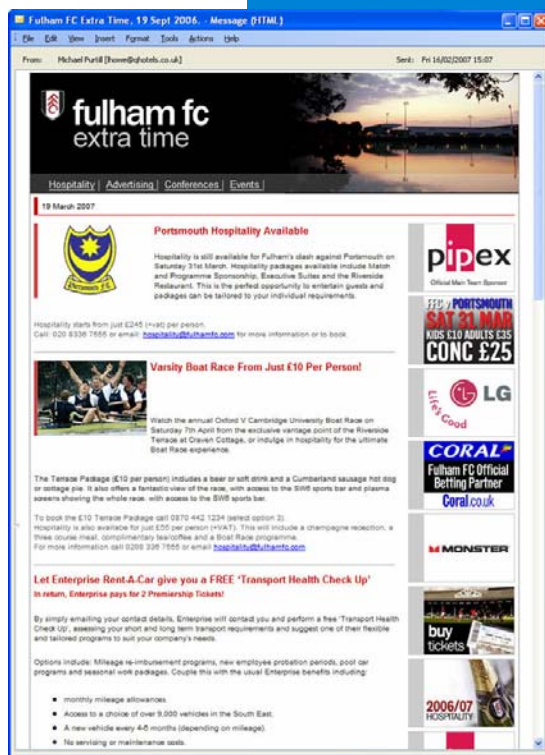
“All we have to do is provide text and images and the team at Rocketseed do the rest,” explains Daniel.

Rocketseed has also generated coverage for Fulham FC's partners, who can also feature in bulk mails with links to a Fulham micro website.

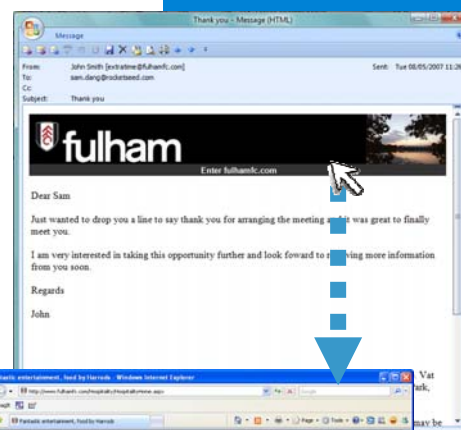
### 3. Central control, consistent branding

Fulham FC also uses Rocketseed to brand the everyday emails of its staff and has five customised email templates for different groups in the business.

“Rocketseed gives us central control over the branding and messaging in our emails, so we can be sure of the quality and consistency,” explains Daniel. “Previously, we had a number of



↑ 'Extra Time' broadcast email  
Hospitality campaign ↓



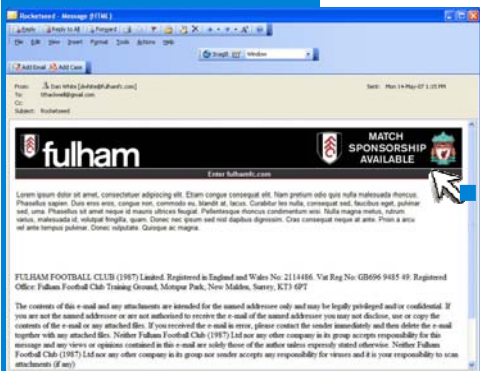
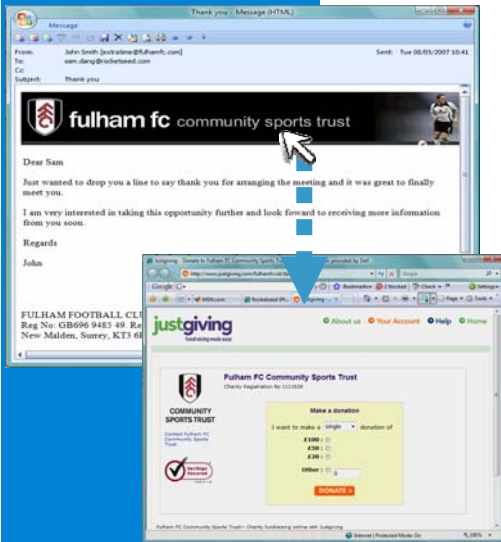


# case study

## Rocketseed delivers service and new business for Fulham



↑ 'Half Season Ticket' campaign  
'Community Sports Trust' campaign ↓



different messages and signatures being used in emails by the various departments with no consistent use of our brand. Today, we have set up different areas of the business with their own templates and messaging but the overall look and feel is consistent.”

Fulham FC worked with Rocketseed to develop a design template that could easily be changed internally. This now being managed centrally within Fulham FC marketing department. The company’s emails change frequently to promote a variety of Fulham FC events, from up-coming matches, tickets and hospitality to the initiatives of its Community Sports Trust.

### 4. Flexibility puts Fulham FC in first place

With the introduction of new Child Protection legislation, all Premier League clubs were tasked with putting in place a Child Protection liaison officer and ensuring that the role was promoted both within the club as well as externally.

“Because Rocketseed is such a flexible tool, we were easily able to set up our Chief Welfare Officer with her own personalised email template and signature in a short period of time,” explains Daniel.

### 5. Highly responsive service, great ROI

Daniel has been impressed by the quality of service from Rocketseed as well as the return on investment being made.

“One of the key measures of quality is how quickly a company responds to any problems, and in this respect Rocketseed has been fantastic,” Daniel explains. “As a result it has been really well received both internally and externally.”

“A conversion of just 2 or 3 new leads can represent thousands of pounds of hospitality business, so we are already seeing the return on our investment,” Daniel concludes.



← Sponsorship campaign