



## MarketingSherpa Best B2B Email Campaign

How Ferguson Enterprises generated \$10M+ in online sales by enriching the customer experience

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# Session Speaker



Mary Abrahamson  
Email Marketing Specialist  
Ferguson Enterprises

Mary is a marketer with a strategic, multi-channel approach and a keen eye for customer cultivation. Both at ForRent.com and Ferguson, she has worked in the B2C and B2B worlds.

@mabraham08

Her greatest expertise is in campaign implementation and reporting. She is also lover of all things food, which shines through on her blog, “Mary in the Kitchen.”

# From first-time attendee to award winner

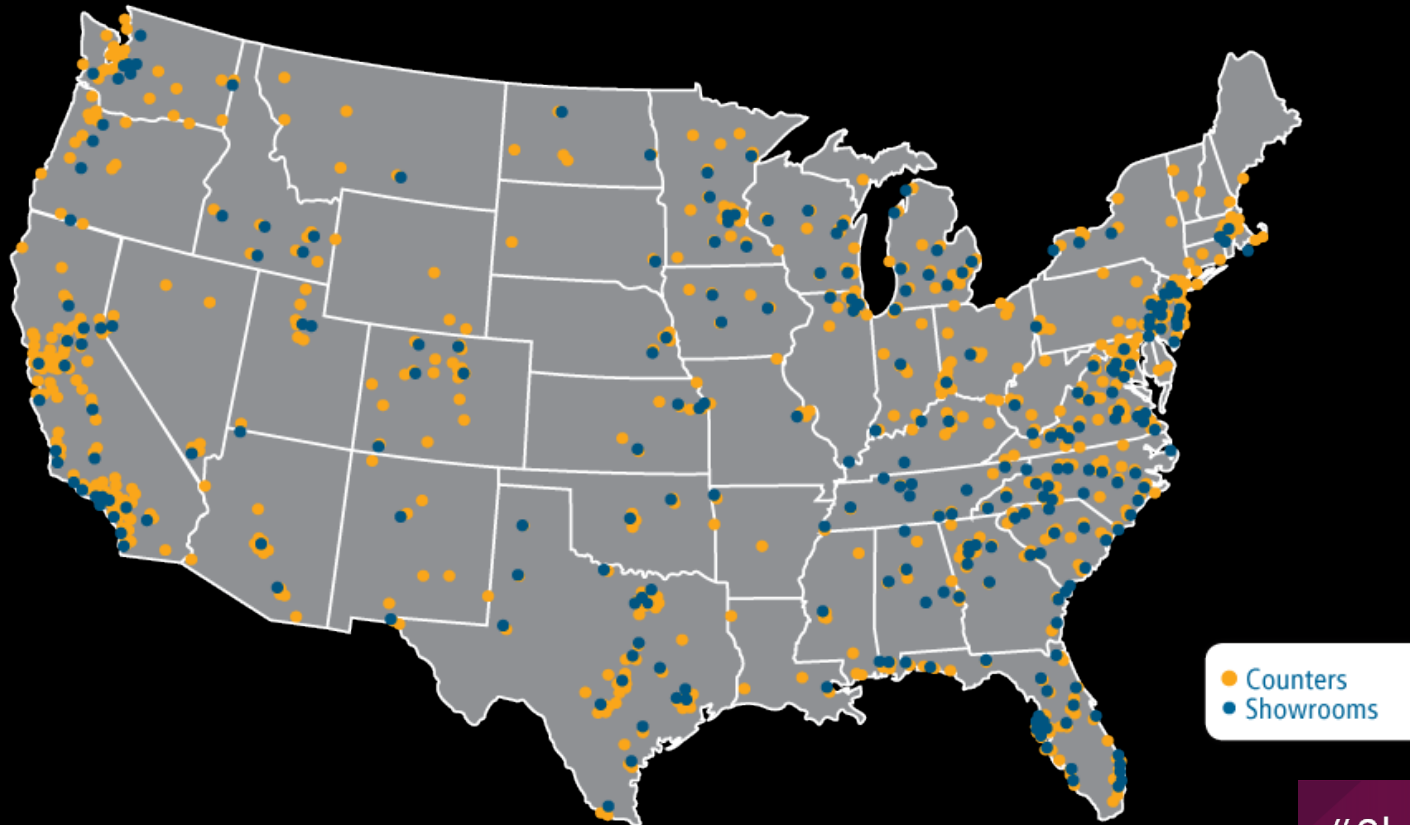


# Who is Ferguson?



- Largest distributor of residential and commercial plumbing supplies and pipe, valves and fittings (PVF) in the U.S.
- \$11.6B sales in fiscal year 2014
- 1,400 locations nationwide
- More than 20,000 knowledgeable associates
- For more than 60 years, Ferguson has been committed to delivering excellence to every market we serve.

# Where is Ferguson?



**\$10.5** **MILLION**  
IN FERGUSON REWARDS  
**ONLINE SALES**

# Why a customer-first approach?

*CLV of an Email Customer*



# The marketer's journey

Learn  
1

About the customer and how to communicate with them

Provide  
3

Real-time data to partners and sales reps

Deliver  
2

Rich, tailored content and offers



# The customer journey

Learn  
1

Learn about your customer and how to communicate with them

Learn  
1

Deliver  
2

Provide  
3

What do you think of when you think of plumbing?





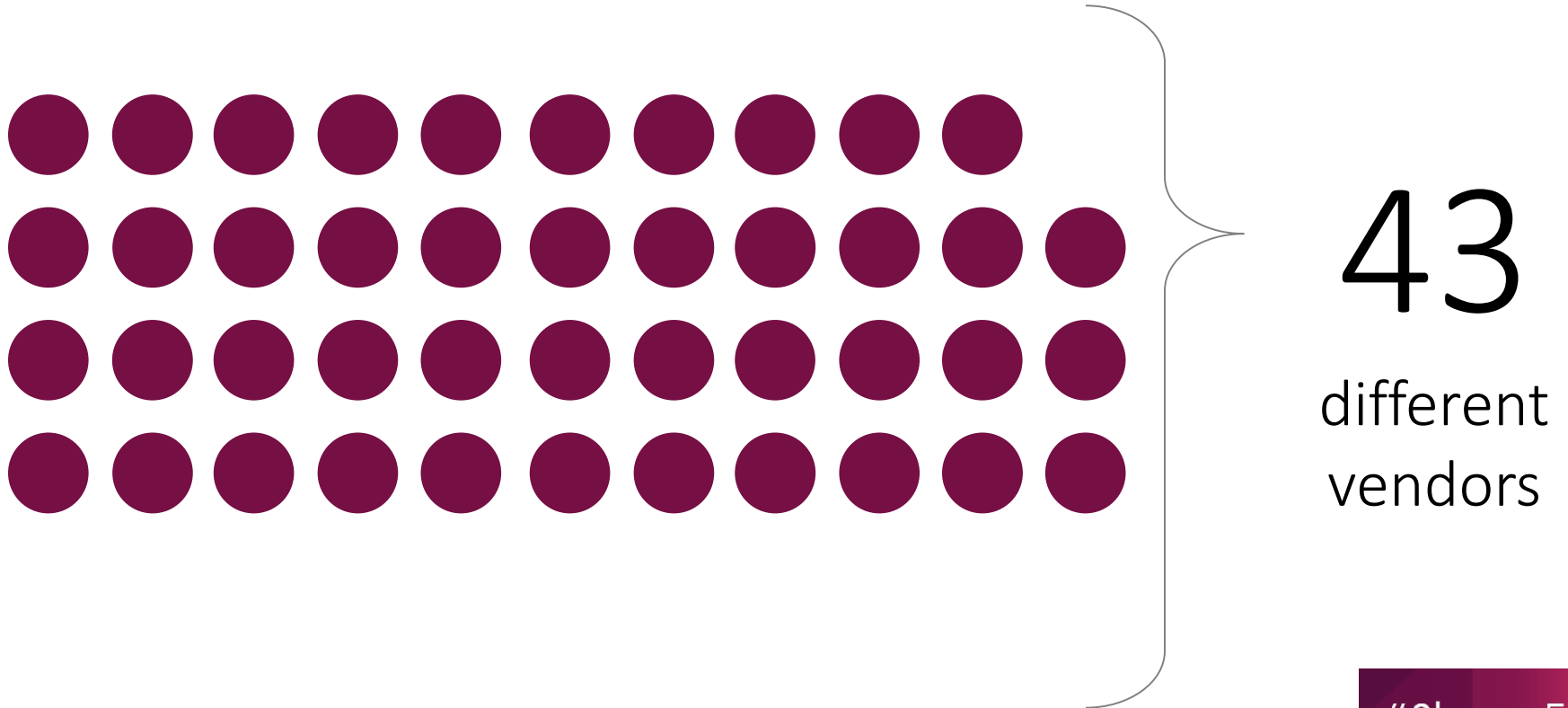
# DIRTY JOBS

 **Discovery**  
CHANNEL



Who is the Ferguson customer?

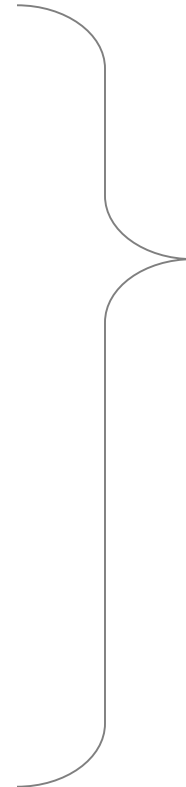
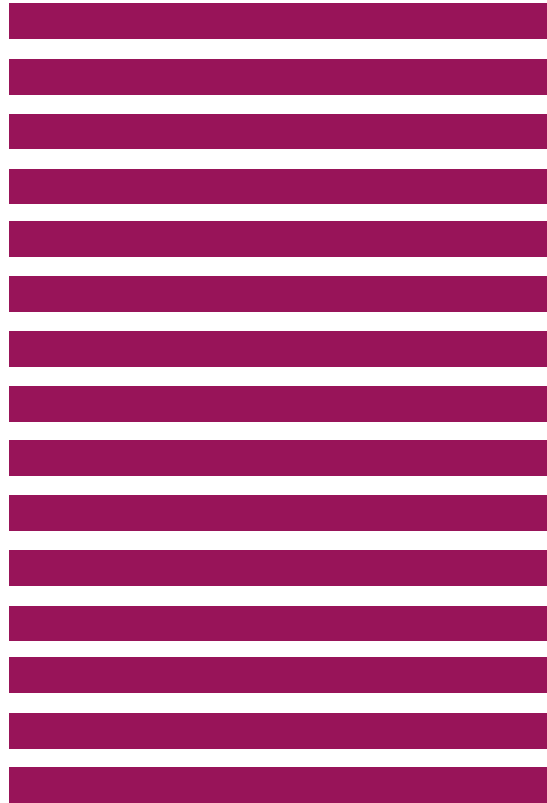
# Customer Breakdown:



# Customer Breakdown:



43  
different  
vendors

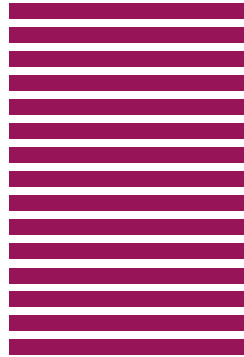


14  
customer  
segments

# Customer Breakdown:



43  
different  
vendors



14  
customer segments

Average order size

\$11.88 —

\$4,082.82



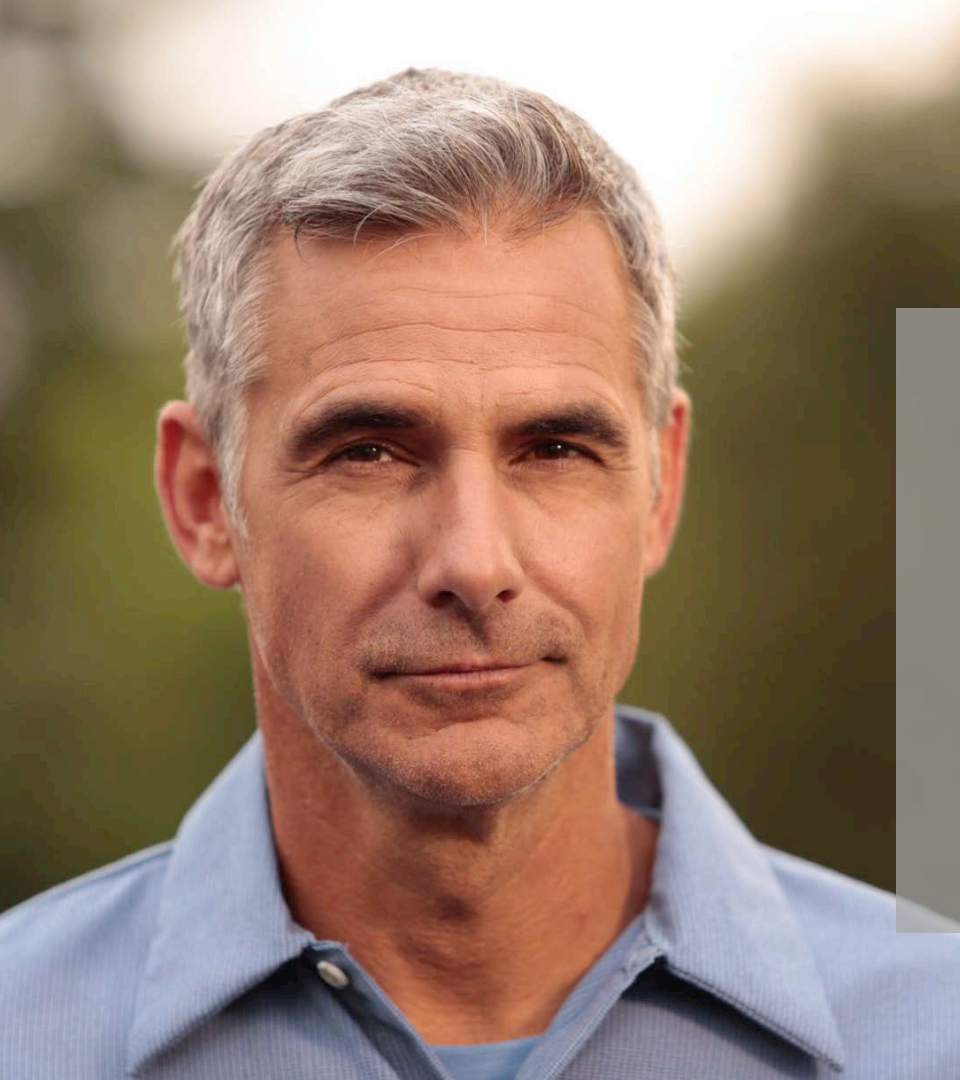
# Persona Examples

## Bob Plumber



## John HVAC





# Bob Plumber

Santa Maria, Calif.

- Comes into the store a couple times a week
- Attends local events and vendor days
- Interested in Hot Deals and Featured Product
- Might be interested in moving orders to our ecommerce platform
- Interested in learning more about our other features and services

# John HVAC

Chicago, Ill.

- CEU classes and technical training courses from Ferguson
- Manufacturer/geographic specific
- Changes in federal and state laws/codes





What was life like for the customer before the campaign began?

# Mismatched Opportunities



Check out fashion-inspired fixtures for your home. Trouble viewing this email? [Webview](#)

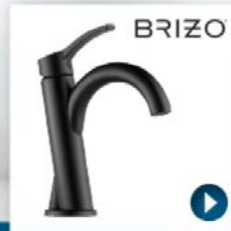
**FERGUSON**  
Bath, Kitchen & Lighting Gallery



[Find Your Ferguson Showroom](#) | [Get Inspired](#) | [Schedule an Appointment](#)

## FASHION FORWARD

*Fashion-Inspired Fixtures for Your Home*



#SherpaEmail

# Segmentation

- Mobile friendly
- The one-click wonder
  - This campaign, along with other efforts, has grown our segmented population from 52% to 67%
  - We saw an 81% increase in effective rate from our typical preference-center emails
- Data accuracy — customers self-select who they are















We only want to send you what you're interested in. [Trouble viewing this email? Webview](#)

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## WE'D LOVE TO KNOW!

We only want to send you relevant communications based on who you are and what you're interested in.


Click the button below that best suits what you do!

 Plumber	 Waterworks	 Homeowner	 HVAC
 Facilities Maintenance	 Industrial	 Mechanical Contractor	 Electrician
 Designer	 Remodeler	 Hydronics	 Builder
 Architect	 Fire and Fab		

[Click here to update your profile.](#)

If you prefer not to receive promotional email messages from us, [let us know.](#)

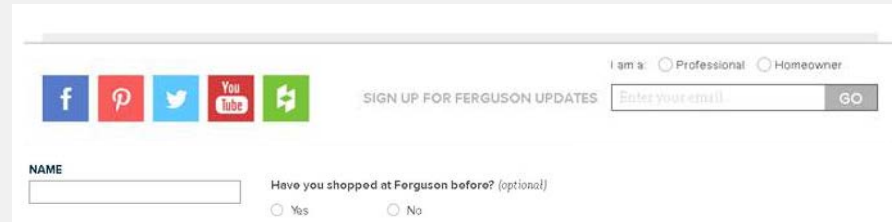
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# How we build lists for segmentation

Before



A screenshot of a web form titled "SIGN UP FOR FERGUSON UPDATES". The form includes a header with social media icons for Facebook, Pinterest, Twitter, YouTube, and Instagram. Below the icons is a text input field for an email address, a "GO" button, and a radio button selection for "I am a:" with options "Professional" and "Homeowner". At the bottom, there is a "NAME" input field and a question "Have you shopped at Ferguson before? (optional)" with "Yes" and "No" radio button options.

# How we build lists for segmentation

After

**FERGUSON**

RSVP to win! Newport News – January 29, 2015

Thursday, January 29, 2015  
11:00am - 2:00pm

**First Name\***  
Mary

**Last Name\***  
Abrahamson

**Email Address\***  
mary.abrahamson@ferguson.com

**Phone\***  
5555555555

**Company Name\***  
Ferguson

**Company Zip\***  
23662

**Job Title\***  
Select One:

**Company Size\***  
Less than 50

**Trade Type\***  
HVAC

**REGISTER TODAY**

\* Required Fields

After registering for your Trade Show you will be notified with helpful information and event reminders.

**Trade Show Location:**  
555 Test Tradeshow Rd.,  
Newport News, VA 23292  
(724) 986-7891

**Ferguson Rewards Trade Show**  
505 Huntmar Park Dr.

**"We learn about new products; we find a better way to do things. We get to put a name with a face to a lot of vendors we deal with day in and day out."**

Jeffrey Cash, VP of Construction, Warwick Plumbing - Newport News, VA

**Company Zip\***  
23662

**Job Title\***  
Select One:

**Company Size\***  
Less than 50

**Trade Type\***  
HVAC



# The customer journey

Deliver

2

Deliver rich, relevant content and offers

Learn

1

Deliver




2

Provide


3

# Promo emails after


Learn about the NAECA changes that will go in effect April 16. Trouble viewing this email? [Webview](#)

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**COUNTER DAYS WITH AO SMITH® AND STATE®**

 **Join us for Counter Days with AO Smith® and State®**

Innovation has a name.

Stop by your local Ferguson counter and meet the AO Smith® or State® water heater rep. Learn about the NAECA changes that will go in effect April 16, 2015 and what they will mean for you and your business.

  
**state**  
WATER HEATERS

**Get details on a residential and commercial heater promotion and enjoy breakfast or lunch with us!**

[View All Event Dates & Times](#)






Stay Connected


[Click here](#) to update your profile.

**Bob Plumber**

Learn about the NAECA changes that will go in effect April 16. Trouble viewing this email? [Webview](#)

**FERGUSON Heating & Cooling**   

**John HVAC** [About Us](#) | [Find a Branch](#) | [Shop Online](#)



**HVAC HYDRONIC TRAINING**

**Thursday, January 22nd**  
**5:15 PM** - Dinner  
**6:00 PM - 8:30 PM** - Training

**HVAC Hydronic Training**

- System Sizing
- Pipe Sizing
- Circulator Sizing
- Pumping
- Air Elimination

Seating is limited! Registration and a \$50 fee are required to attend. Available for NY Metro locations. See a Ferguson associate for details.

Please register for the event below:

[Register](#)

**Hyatt House Bridgewater**  
530 US Highway 22 • Bridgewater, NJ 08807



Stay Connected

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Forward to your friends

# Location-based sends

Geo-targeted invite to store in Santa Maria, Calif.

**You're invited to the Ferguson Rewards Trade Show in Santa Maria!**



Thursday, March 20, 2014  
11:00am-2:00pm  
1209 W Betteravia Rd  
Santa Maria, CA  
(805) 922-4535

[Register Now](#)

Join us for this special one-day event to get a sneak peek at the industry's latest products, take advantage of special trade show offers, meet our local vendors and enjoy lunch on us!

While you're here, [register to win great prizes](#), including the Grand Prize 5-day trip for two to Hawaii, a Samsung Galaxy Note 10.1 tablet and Visa® gift cards!

Register now for a chance to win the grand prize trip to Hawaii!

[Register Now](#)

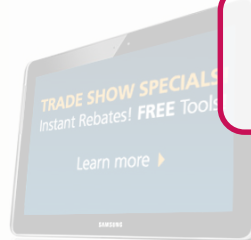
**Bob Plumber**



**John HVAC**



**You're invited to the Ferguson Rewards Trade Show in Chicago!**



Friday, March 20, 2014  
11:00am-2:00pm

**Geo-targeted invite to show in Chicago, Ill.**

Join us for this special one-day event to get a sneak peek at the industry's latest products, take advantage of special trade show offers, meet our local vendors and enjoy lunch on us!

While you're here, [register to win great prizes](#), including the Grand Prize 5-day trip for two to Hawaii, a Samsung Galaxy Note 10.1 tablet and Visa® gift cards!

Register now for a chance to win the grand prize trip to Hawaii!

[Register Now](#)

[Join us](#) for product demonstrations, one day specials, prize drawings and more!

#SherpaEmail

# Content-relevant sends

Content for new plumbing regulations

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**DID YOU KNOW?**  
**Federal Lead Law Takes Effect January 4, 2014.**  
**Don't Fall Behind!**

Beginning **January 4, 2014**, changes to the Safe Drinking Water Act will further reduce the maximum allowable lead content of pipe, pipe fittings, plumbing fittings and fixtures to 0.25% throughout the United States.

#### AFFECTED PRODUCTS

- Appliances with Water Dispensers
- Kitchen & Lavatory Faucets
- Solder
- Flux
- Pipe
- Pipe Fittings
- Brass/Bronze Valves
- Supplies and Stops



#### PRODUCTS NOT AFFECTED

Pipe, pipe fittings, plumbing fittings or fixtures, including backflow preventers **used exclusively for non-potable services** such as manufacturing, industrial processing, irrigation outdoor watering or other uses not intended for human consumption. Also, toilets, bidets, urinals, fill valves, flushometer valves, tub fillers, shower valves, service saddles or water distribution main gate valves that are two inches in diameter or larger.

#### WHAT CAN YOU DO?

Look for products that have LEAD FREE markings or labels that certify adherence to the NSF-372 requirement at Ferguson locations.

**Bob Plumber**

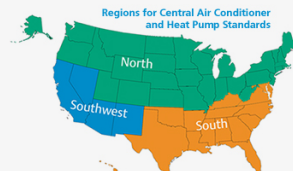
Ask your Ferguson representative for more information.



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**John HVAC**

**COMING IN 2015:**  
**NEW EFFICIENCY STANDARDS**  
*Are You Educated About the Upcoming Changes?*



#### WHAT'S CHANGING?

New Seasonal Energy Efficiency Ratio (SEER) standards will be enforced for air conditioners and heat pumps installation or after January 1, 2015. Standards differ by region to make about the changes in your region.

Zones	DOE's Proposed New Federal Minimums (January 1, 2015)	
	Air Conditioning	Heat Pump
North	13 SEER	14 SEER 8.2 HSPF
South	14 SEER	14 SEER 8.2 HSPF
Southwest	14 SEER 12.2 / 11.7 EER <45K / >45K	14 SEER 8.2 HSPF

READ

Efficiency standards for HVAC technicians

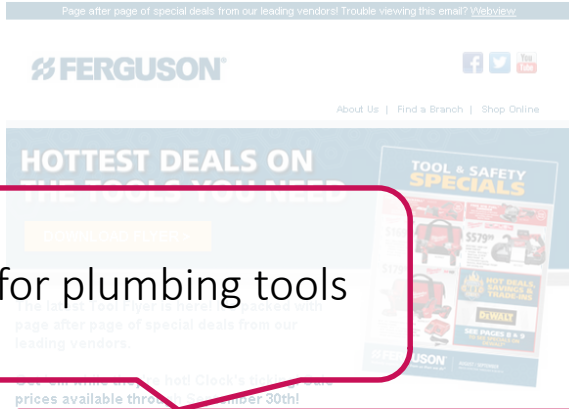
#### HOW TO PREPARE

Education surrounding the new standards is key, as enforcement will begin in less than five months. Remodelers and contractors should be able to identify that the equipment being



#SherpaEmail

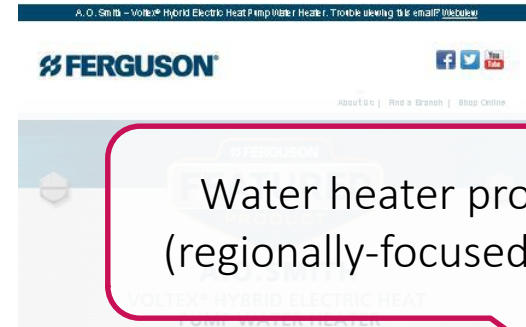
# National promo sends



Discount for plumbing tools



Bob Plumber



Water heater promotion (regionally-focused product)



John HVAC

# Don't overlook the fundamentals

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1

## Business



**Thanks for being a valued Ferguson customer!** We want to reward your loyalty by letting you in on great savings and exclusive events.

You'll be one of the first to get:

- Early access to exclusive HVAC deals and promotions
- Current in-store specials and price drops
- Notices for HVAC trainings and other events
- Early notification about new products
- News, articles, videos, podcasts and more

We only want to send you relevant information. To receive these exclusive deals and more update your preferences today.

[Update your preferences today >>](#)

[Click here](#) to update your profile.

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## Your One-Stop Shop For Your HVAC Needs



Ferguson is one of the nation's leading HVAC distributors with over 260 locations in 31 states.

We have exclusive territorial arrangements with many of the top manufacturers of quality residential and commercial heating and cooling equipment, including **American Standard, Day & Night, Goodman, Rheem, Ruud, Trane & York.**

2

## Product Usage

[Learn More Here](#)

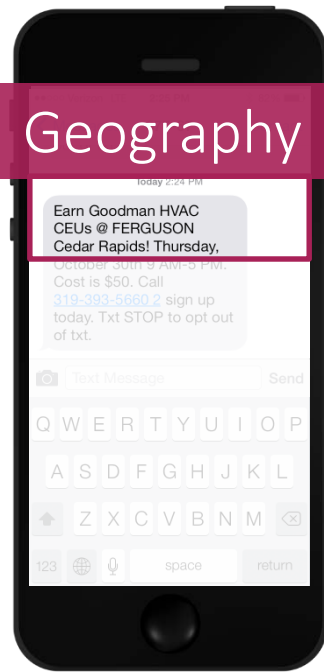
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3

## Geography



#SherpaEmail

# Protecting the customer

1

Meet with  
the product  
managers

2

Review the  
calendar

3

Weigh  
content vs.  
promotion

# Stop gap solution





# Know thy customer

*This*



*Not this*



# In-person events

- Educate on features and benefits
- Customers self-select necessary customer information



# The customer journey

Provide

3

Provide real-time data to partners  
and sales reps

Learn

1

Deliver

2

Provide

3

# Coupons

- Customer receives vendor coupons relevant to persona
  - 1% engagement based on number of impressions
  - 10% engagement for overall email
  - Led to change in coupon strategy for 2015



# World-class customer service

Trade show app provides sales associates with weekly reports on tradeshow attendees

*“The report is easy to use, clean, and email is nice to have for invoices, bids — saves money on faxes and printing.”*

*— Ferguson associate*

Provide customers with email follow-up, while Sales does their work on the ground

# Campaign implementation and reporting



# A deeper look at the results (Then)



A red square graphic with a large white dollar sign in the top right corner. Below it, the text '10.5+' is written in a large, bold, white font, followed by 'MILLION' in a smaller, bold, white font. At the bottom, 'IN ONLINE SALES' is written in a smaller, bold, black font.

**10.5+**  
**MILLION**  
IN ONLINE SALES



A dark purple square graphic with the number '323' in a large, bold, white font. Below it, 'IN E-COMMERCE' is written in a smaller, bold, white font, followed by two white right-pointing chevrons. At the bottom, 'CONVERSIONS' is written in a smaller, bold, white font.

**323**  
IN E-COMMERCE ▶▶  
CONVERSIONS

# A deeper look at the results (Now)



**21+**  
**MILLION**  
IN ONLINE SALES

A red square graphic with a large, light-colored dollar sign (\$) in the upper right corner. The text '21+' is in a large, bold, white font, followed by 'MILLION' in a smaller, bold, white font. Below the square, the text 'IN ONLINE SALES' is written in a bold, black font.



**486**  
IN E-COMMERCE  
CONVERSIONS

A dark purple square graphic with the number '486' in a large, bold, white font. Below it, the text 'IN E-COMMERCE' and 'CONVERSIONS' is written in a smaller, bold, white font. A small red double arrow icon is positioned to the right of 'IN E-COMMERCE'. Below the square, the text 'CONVERSIONS' is written in a bold, black font.



# A deeper look at the results (Continued)

**4** **+** **5**  
**OF**  
**ATTENDEES**  
**ADDED AS**  
**NEW OPT-INS**

**92**  
**AUTOMATED**  
**CAMPAIGNS**  
**IN 12 MONTHS**

**56%**  
**ATTRIBUTE EVENT**  
**ATTENDANCE**  
*TO EMAIL MARKETING*



# Top Takeaways

- Discover why people say “yes”
- Illuminate the bigger picture for your customer
- Speak your customer’s language
- Find the early adopter internally to gain buy-in

# Thank You



Mary Abrahamson  
Email Marketing Specialist  
Ferguson Enterprises

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Daniel Burstein  
Director of Editorial Content  
MarketingSherpa

[@DanielBurstein](#)

Thank you to all Ferguson  
team members who made  
this possible.

# Up Next: Roundtables



Mary and Whitney will be hosting roundtable 53

Tying Offline Customer Activity with Online  
Actions via Email + Mobile

Reserve your seat at  
one of 55 tables:

[MarketingSherpa.com/SignUp](https://MarketingSherpa.com/SignUp)