



CASE STUDY

Golf Town

Driving online traffic
in-store



A compelling website can generate robust traffic and sales, but can retailers convert online browsers to in-store shoppers? Golf Town got the job done with direct mail.

Background

For more than 20 years, Golf Town has offered the quality gear, clubs, clothes and accessories that golf lovers need to make the most of the game.

The company's stores across the country are more than places to make purchases: Golf Town gives visitors the chance to hit balls in their bays and putt on their greens, to road-test purchases before committing, and to ask questions of the expert sales force.

The company is investing in and enhancing its ecommerce operations over the next few years, so maximizing the online experience is a priority.

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We were able to determine that retargeting doesn't need to be seen as an online only marketing tactic.”

Fred Lecoq

Vice-President of Marketing and E-commerce,
Golf Town and Sporting Life

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Traffic to golftown.com is strong and steady, but the company wondered if more visitors could be converted to in-store shoppers for the peak golf season. Golf Town launched a triggered marketing campaign to find out. The campaign proved direct mail can convert browsers into customers.

The test

Golf Town identified the most popular of its product categories (clubs, balls, shoes, apparel and bags). For nearly three months, visitors to those product pages were greeted by a pop-up window asking them to share their location information. If they clicked yes, their location was captured (from any single-unit dwelling - a house or townhouse).

At the end of each business day, addresses were collected of those people who agreed and 6x9 postcards were printed based on each of the five product categories. Each card contained an offer of \$25 off a \$150 in-store purchase or \$50 off a \$250 in-store purchase. Within three days of browsing the site, each visitor who opted to share their location information received one of those offers in their mailbox.

The results

Between August and October, 40,000 cards were sent via Canada Post Personalized Mail™ to people in GTA and Barrie, Kitchener/Waterloo, Guelph and Cobourg/Port Hope. The offer could be redeemed at the Golf Town location closest to their address.

The conversion rate was 3.17%, representing sales revenue of just over \$158,000. “That, in my opinion, is a great performance, knowing this was an in-store-only play,” says Fred Lecoq, Vice-President of Marketing and E-commerce at Golf Town and Sporting Life.

Redemptions continued throughout the 11-week campaign. That constant activity confirms that when combined with the right offer, delivered at the right time, to the right audience direct mail grabs attention and drives action.



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