



# Case Study: using newsletters to build client lifetime value

Quay Marinas have 7 Marinas throughout the UK and manage everything from mooring management, to promoting offers on specialist boat insurance, and assisting their members in boat purchases and maintenance.

## Innovation

They constantly innovate with new services – recently investing in wireless internet technology that deals with boats rising and falling several metres with the tides. They also promote great “club” community spirit amongst the sailors and fishing enthusiasts with events and competitions.



Quay Marinas use AXLR8’s email marketing programme to help them communicate with all members on a regular, informative, friendly but professional way. All newsletters are local to that marina where clients moor their boat. Each has a local weather forecast and tide times.

Not only does the newsletter look great but it ‘feels great’ - not an easy feat for an electronic medium. It has a thoughtfully designed creative which entices the readers to look through it like a newspaper or article in a magazine.

## News and content

It has Quay Marinas branding throughout and useful information like the weather links and tide times. It remains relevant by using today’s date as a reference for these items but also features downloads of ‘The latest Royal Quays handbook’ – volumes are all trackable because the AXLR8 system provides measures to see what clients looked into further.

They have useful advertising for their own and third party services in the form of insurance icons and links mixed in with an editor’s piece towards the end. As well as featuring upcoming events such as the London Boat Show and links taking readers to ‘Live Web Cams’ the newsletter discreetly requires the reader to scroll down past



‘the fold’ – its material cannot be read in full without such effort and therefore provides the reader with something they must read and not just see, probably creating a 5 minute space whilst the reader starts to think about his next Marina experience. The challenge is of course, to come up with the rich, entertaining content weekly, fortnightly or monthly.



#### Weather Forecast

Date	Wind	Conditions	Temp
Fri	WSW 4		10 °C
Sat	SW 3 to 4		9 °C
Sun	SSW 2 to 3		9 °C

To see a more detailed weather forecast and to see current weather conditions at the marina click on ['Royal Quays Live Weather Station'](#)

#### Live Web Cam for Sea Conditions

To see what conditions are like at the coast, click on the following web cams

['Tynemouth Beach Web Cam'](#)

*After the recent deluge and windy weather, I am pleased to say that the weekend should be mostly dry and mild with light to moderate winds - hurray!*

*Happy New Year to all our Customers from the team at Royal Quays Marina. We wish you fair winds and flat seas for 2013.*



#### New 2013 Year Books

Our 2013 Marina Year Book (c/w tide table and new season tariffs) will be posted out to all berth holders during next week. We hope you find it to be informative and of use to you.

There will also be a berth holder survey included with your year book. I would be very grateful if you could complete the survey and return it to us with the enclosed envelope. Your feedback provides us with an essential tool in helping us to meet your needs and provide the best possible services and facilities we can. As a further incentive all completed surveys will be entered into a draw and the winner will receive a bottle of Champagne.

#### Boatyard Offer: Lift Back In Before March and Save 20%

Our boatyard is pretty crowded at the moment, so to try and make a little room for the busy springtime season, there is a little incentive to anyone who lifts back into the water before the end of February

## Web Publishing

Newsletters are automatically published on the web site

Each newsletter has a strong identity and a clear format which helps the readers use it and see it in the light it was intended for – as a newsletter.

We think this is as perfect a use of AXLR8 software as we can demonstrate and we know that the newsletter reflects just how much Quay Marinas value their members.

It is worth the time to make your customers feel this important and the revenue returned is 10 fold if managed as well. We think every business has as much to say for themselves – the key is to say it.

*Call AXLR8 today, you really won't look back!*