



Based in East Sussex, JP Concrete are nationwide suppliers of precast concrete products including; precast retaining walls, pre-stressed concrete panels and concrete security barriers.

Established in 2007 the company operates from offices in Newhaven and Ilkeston supplying and installing pre-stressed concrete panels, cast-in and bolt-down concrete retaining walls, concrete barriers and other bespoke precast products for the agricultural, industrial and security industries.



JP Concrete approached Handmade Marketing to devise and deliver an email marketing campaign to promote a new concrete product that the company had launched.



Handmade's creative team discussed the background, feature and benefits a new addition to JP's product range - free-standing retaining walls which can be used as a concrete bunker wall or dividing wall for storing aggregates, grain, salt, waste or silage.

The key messages were distilled from our conversations and integrated into a promotional email which was designed in html to enable images of the new product in-situ to be displayed.

We recommended to the client that to create an eye-catching subject line and increase open rates for the email that we include an offer.

We recommended JP Concrete offer a 5% discount on any order for this product (up to a maximum value of £1000) placed before 31st July 2010 and included a promotional code in the email.

We procured an email mailing list of 2000 recipients which mostly consisted of buyers and procurement contacts of main contractors, quantity surveying practices and specifiers based in the UK.

The e-shot was distributed in June 2010 and generated an open rate of 23%, over 140 click-thrus to their website and 17 new enquiries.

We were also able to forward the details of the 450 recipients that opened the email to JP Concrete's sales team for telesales follow-up.



The email campaign devised by Handmade was a cost effective way of reaching our target audience at short notice and raising awareness of our new product. It generated a number of new enquiries several which have now become clients

