

CASE STUDY

33% Cost Saving



STIRLING
ACKROYD

How a leading estate agent saved 33% off the cost of their direct mail marketing campaigns

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ABOUT STIRLING ACKROYD

As one of the very first Estate Agents in East London, Stirling Ackroyd has also played a vital role in the residential and commercial development of Central and East London. Their network of eight offices and crew of well-trained personnel ensure an extraordinary customer service experience for any residential or commercial customer seeking to rent, let, purchase or sell property. Their commitment to their customer is at the heart of their outstanding reputation for professionalism and service.

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THE CHALLENGES



PRINT PROCESS
& MAILING

=



LABOUR INTENSIVE



NOT SCALABLE OR
SUSTAINABLE



COSTLY

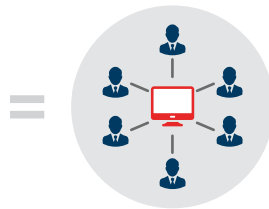
Stirling Ackroyd were mailing out personalised letters to prospects, daily, across eight offices. The expense related to manually stuffing and franking envelopes in-house, printing letters on pre-printed letterheads and associated data charges was significant, making the entire mailing process extremely costly. The system was not scalable nor sustainable, as it was labour-intensive and took a lot of time from the office co-ordinators' daily schedules.

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HOW WE HELPED



PRINT & MAIL PLATFORM



MULTIPLE OFFICES CAN RUN DIRECT MAILING FROM ANYWHERE AT ANYTIME



PROSPECT DATA CAN BE EASILY FILTERED & PROFILED



IMPROVED EFFICIENCY ACROSS THE ORGANISATION

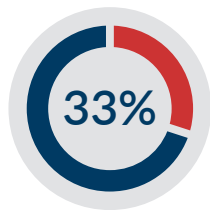
Print Express stepped in to the help by offering a free on-site consultation and thorough analysis of Stirling Ackroyd's direct mail processes.

We identified the requirement for a bespoke cloud-based platform, which would enable users to create direct mailing campaigns online. The system would need to encompass data sourcing and design capabilities. Users would need to be able to easily create their letters and flyers online - adding property descriptions and photographs, as required. Furthermore, a mechanism was required whereby prospect data could be filtered according to wide range of demographic information including council tax bands, land registry, income and more.

Following the needs assessment, our team of experts developers then went to work on creating a unique solution to handle Stirling Ackroyd's direct mailing requirements. The cloud-based platform enabled Stirling Ackroyd to generate mailing campaigns from anywhere, at any time. Marketing templates could be created within minutes and prospect data could be filtered to the most intricate detail.

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THE RESULT



33% SAVING ON ANNUAL PRINT SPEND



COMPLETE ONE STOP ORDERING SOLUTION



SEAMLESS TRACK OF PRINT SPENDING BUDGETS



EVERYONE IS HAPPIER

By completely outsourcing their direct mailing requirements to the Print Express one-stop platform, SynCloud, the entire printing and mailing process was reduced from hours, to minutes. With a single, centralised process in place, Stirling Ackroyd is now able to allocate a precise print budget and maintain brand consistency throughout the organisation. The new, streamlined process allowed Stirling Ackroyd to improve efficiencies across all eight offices as they now have more time to focus on their primary responsibilities, while enjoying savings of 33% on their yearly print spend.

In order to ensure a smooth adoption, Print Express also conducted training sessions for Stirling Ackroyd employees, showing them how to construct their own mailing templates and data filters, ensuring their marketing mail-outs targeted the correct clientele. With their new, scalable platform, Stirling Ackroyd is now enjoying improved performances and highly effective marketing campaigns at a fraction of the time and cost of their old system.

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TESTIMONIAL **MARKETING MANAGER,** Stirling Ackroyd

“ Thank goodness the old days of labouriously printing and stuffing envelopes by hand are gone! Not only have we saved a lot of money, but more importantly, we have also saved a lot of time. We used to dread each new mail shot but now we look forward to logging in, designing our templates and picking our filters on the SynCloud platform. The results are professional, targeted mail-shots that actually work! ”