Success Story UpToPar

UpToPar Sends Emails 3x Faster with Mailjet

• Industry :
Hospitality & Entertainment

• Country(ies) :
USA

• Description :
UpToPar is a digital management company that powers digital marketing activities for golf courses, resorts, and restaurants all across the US

• Website :
www.uptoparmanagement.com

BACKGROUND

Natalia Contreras is the Director of Marketing at UpToPar, the company that powers digital marketing activities for golf courses, resorts, and restaurants all across the United States.

For UpToPar, this means managing email, social media, branding, and much much more for clients like Berry Hill Resort and Lexington Golf & Country Club. It also means a very dispersed workforce and client-base making seamless collaboration one of the key priorities for their business.

Across other channels, like social media, collaboration was baked into all of their tools, making it easy to run campaigns with many contributors, for multiple clients. Everyone could work in one interface, they could access detailed analytics, and they could save time.
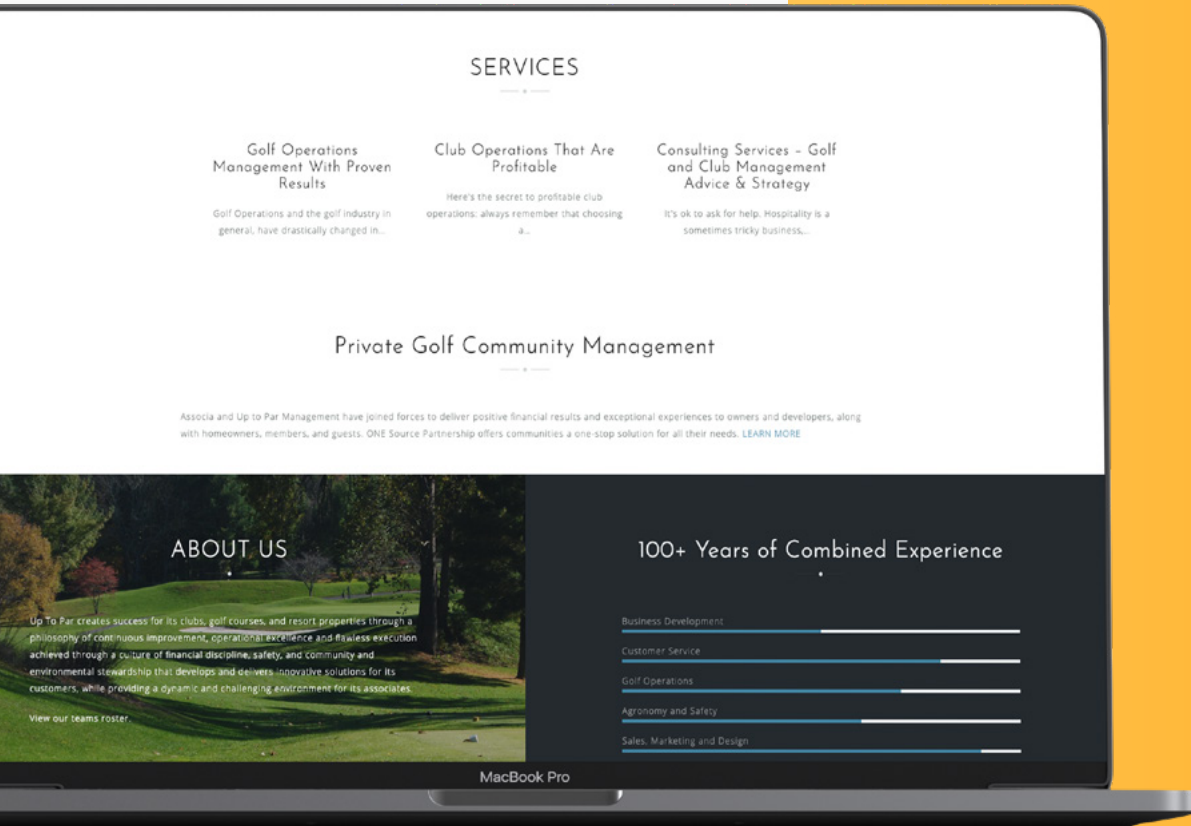
When it came to email though, their tools were a step behind. The marketing team knew email contributed some of the best bang for their buck, especially when promoting events to their membership (which often sell out from email promotion alone), as well as when sending notifications such as reservation and tee-time reminders.

From their customer's perspective, UpToPar's email program was great - it provided value to the end user, and increasingly drove more revenue. On the backend though, UpToPar were facing issues like a slow and complex email builder, their email platform going down, and suddenly losing all of their work.

This prompted two corresponding projects:

Time Spent Analysis:
The team conducted an internal review of the time they were spending on their email campaigns, where there was lost time, and where efficiencies could be found.

Email Service Provider Review:
Identify the key priorities they have for an email service provider and search for solutions that fit these needs.

WHY MAILJET?

UpToPar's internal review found that their team was spending, on average, 18 hours per week on email. With a growing base of clients, and time (as always) a fleeting resource, the team decided to make the switch to a much faster and more team-friendly email service provider. The answer to their problem was Mailjet.

After switching to Mailjet, UpToPar conducted another review of their time spent on email campaigns. Today they have reduced time spent on campaigns by 66%, with email managers spending no more than 6 hours per week on email campaigns. From a financial perspective, the time they save every year by using Mailjet amounts to $12,480 in savings from their team's time alone.

Ultimately UpToPar selected Mailjet over alternatives because of Mailjet's collaboration tools, intuitive email builder and template manager, reliable infrastructure, and a customer success manager at their disposal.

After the internal analysis of how their team creates and sends email, it became clear that they needed a platform that was built for a large remote team, and one that could also involve external contributors like their clients.

Mailjet's focus on teams allowed UpToPar to better manage their many clients in one interface, ensure they could keep stats and templates separate across their different clients, and ultimately help them create and send emails much faster than before.

"Not only did we achieve cost savings with a better system, our department is now more efficient than ever. A good example of these changes is that we were able to gain 2 properties and complete 2 consulting contracts with the same staff because of the efficiency achieved."

Further, campaigns cannot be sent without the approval of a client manager to ensure typos and design errors don't slip through the cracks.
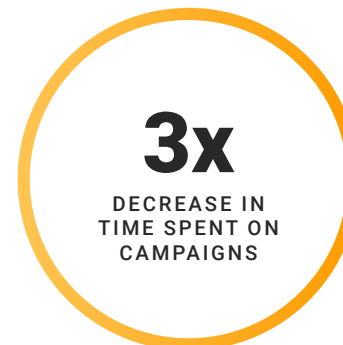
"Now that we're with Mailjet, it takes less than half the time to build campaigns"

With the help of a Customer Success Manager, UpToPar created a subaccount for each of their clients, and can now assign specific user roles for different internal and external contributors. For example, a copywriter for one client cannot access the billing section or the templates of other clients unless granted permission.

In addition, working with the Mailjet Customer Success Team, UpToPar has been able to increase their open rates by focusing on targeting engaged users and sending campaigns with a personalized, relevant message. In just over a year UpToPar's open rates have grown from 5% to 30%, and still growing.

HOW DOES EMAIL INCREASE YOUR ROI?

Not only has UpToPar been able to increase their efficiency in sending emails, but they have also been able to see a noticeable increase in the return on investment of individual campaigns. This allows them to focus on channels they own like email marketing as opposed to spending money on low-impact channels like social media advertising.
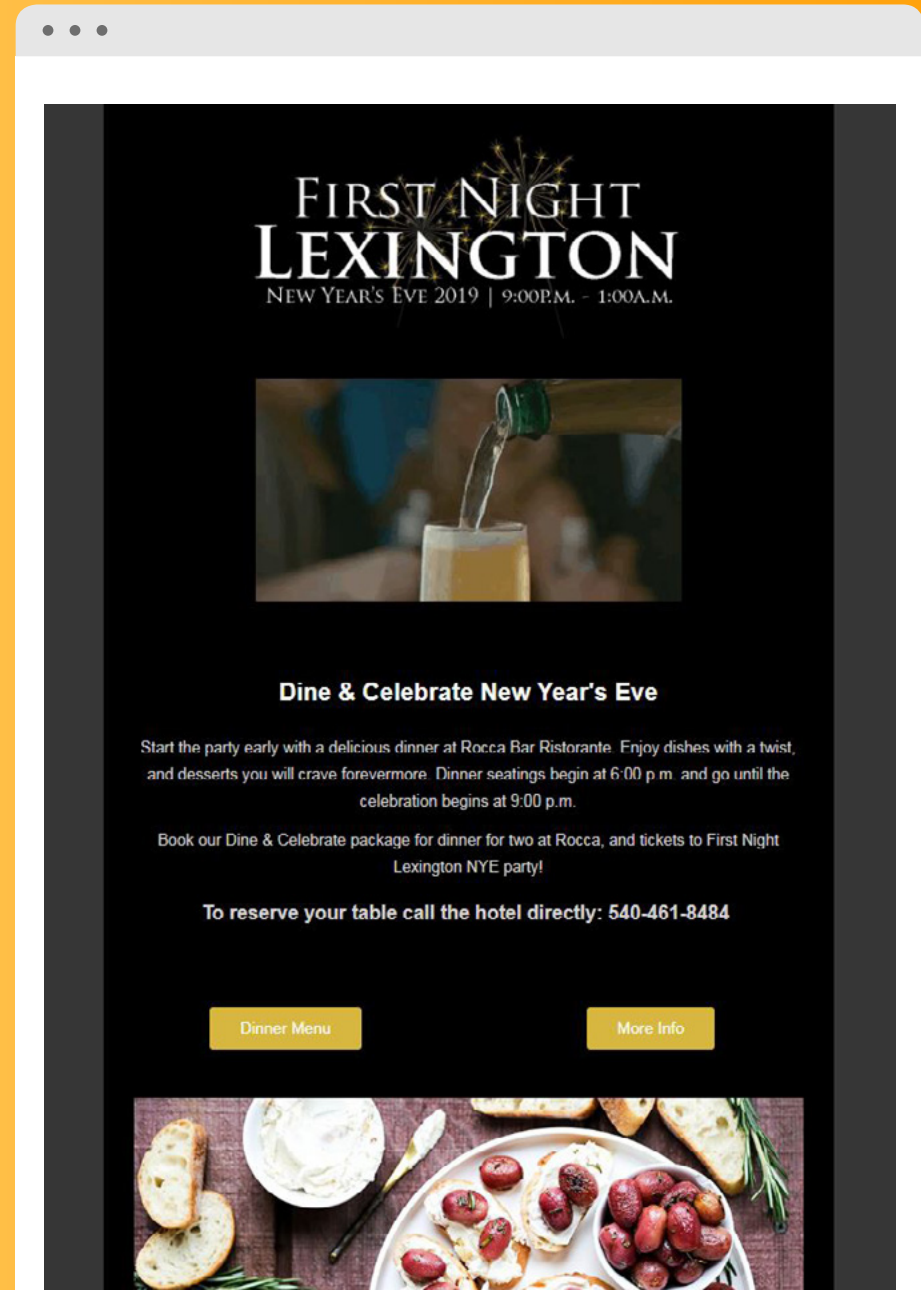
Natalia and the UpToPar team is now poised for significant growth over the next few years, partially thanks to a more efficient email system, and a validated revenue-generating channel for their campaigns. UpToPar is planning to grow from 9 clients to 20 by the end of 2020 as apart of their 20 by 20 campaign, and based on these results it's fair to say there's no reason they can't get there.

3x
DECREASE IN TIME SPENT ON CAMPAIGNS

30%
OPEN RATE PER CAMPAIGN, UP FROM 5%

$12K
IN TIME SAVED EVERY YEAR

RESULTS RECAP

Here's a summary of the results UpToPar has been able to achieve switching on Mailjet. In just over a year, the UpToPar team have been able to:

1. Decrease time spent on emails by 66% and saved over $12K in time spent

2. Increase Open Rates by 6x

3. Increase the number of clients they can manage by 30% with the same number of staff

4. Save money on advertising and other marketing channels due to an optimized email strategy

Natalia Contreras
Director of Marketing

"Thanksgiving is a great example of how we are using Mailjet to increase revenue for our clients. The previous years, our marketing plans for the event included email as one of the last-ditch efforts to fill the event. This year we felt confident enough to use email as the first touch and I'm pleased to report we served over 1500 Thanksgiving meals to members and guests.

Reservations at 4 of our properties were completely full 2 weeks before the events, and the 5th property was not sold out only because we introduced Thanksgiving-To-Go (also via email) to great acclaim. The previous year we spent over $2000 combined with traditional and social advertising and were not sold out. This year we relied on email as our main channel with no additional advertising costs."