

## Virtual Viewing Case Study: 360 Play

### Client sector: Children's Play Centre



360 Play launched as a business in 2008 in Milton Keynes, providing a colourful, highly interactive children's play centre and family leisure destination. The company commissioned Virtual Viewing to design and develop the company's initial website (see our other 360 Play Case Study) since when we have also implemented our **EMMA (EMail Marketing Assistant)** solution, enabling 360 Play to keep all its users up to date with the latest news, events and special offers.

### 360 Play's Objectives

- > To complement the 360 Play online already established through the website
- > To synchronise back-office membership list management systems with email marketing activities
- > To maintain regular contact with newsletter subscribers and ensure that they are kept fully informed of all the latest developments
- > To promote special offers and one-off events quickly and cost-effectively
- > Integrated statistical monitoring and reporting facilities to support ongoing review.

### Virtual Viewing's Solution

#### Design



As well as allowing 360 Play to include up to four separate news items in each newsletter, each item can be accompanied – and illustrated – by a supporting image.

The visual branding of the email newsletter solution for 360 Play has been specifically developed to follow the design and presentation of the parent web site, which was designed in close collaboration with 360 Play to convey the vibrantly colourful, 'fun' image of the company

For example, the company's themed characters, Twizzle and Twirl, who play a central role in the children's activities at the play centre, have been incorporated into the design.

A template-based approach supports consistency of presentation, and also enables 360 Play to completely manage the email newsletter compilation and despatch process. The company's EMMA account gives them access to a stored template, the detailed content of which can then be adapted and updated for each individual campaign.



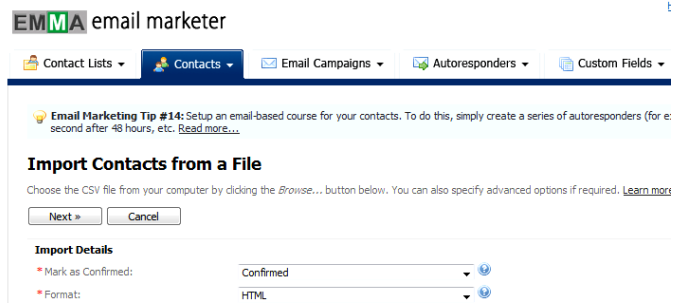
Each item can also include a hyperlink, enabling the newsletter to be used to trailer forthcoming events, additional classes or special offers: in each case, the recipient can then click through to the main website to read the full details – or to access downloadable vouchers that are available only to newsletter subscribers.

## Back Office Management System Integration

EMMA, of course, manages far more than just newsletter design. Complete contact list management facilities are an integral part of the system, and contact list import facilities have enabled us to create a bespoke application that allows 360 Play to export details of newly joining members from their in-house back office system for formatting and import directly into EMMA.

EMMA's sophisticated contact management solution also automatically scans contact details as they are imported, removing any duplicates and flagging any content formatting errors so that these can be corrected before the next campaign is despatched.

EMMA can also export lists of unsubscribers and of 'bounced' emails – essential features for a customer with over 6,000 contacts on its main mailing list.



## Adding Features – and Benefits



EMMA has more tricks up her sleeve to support 360 Play – and our other email campaign management clients:

- > **Full online graphical reporting**, showing deliveries, email openings, clickthroughs (for each individual link in each newsletter) – and enabling 360 Play to see which recipient opened which newsletter and followed which links
- > **Automated management of targeted sub-lists:** with each campaign, 'triggers' can be set on each link: whenever a recipient clicks a specific link to view further information – for instance about parties or new classes offered – they can be automatically added to a specified sub-set contact list, which can then be used for future specific campaigns relating to topics where it is already known that the recipient is potentially highly interested

## What the Client Said ...

**"Email marketing was a new avenue for us, and Virtual Viewing guided us securely and knowledgeably through all the issues involved. We've now sent several successful campaigns and can really appreciate the powerful benefits of this marketing and communications approach."**

**– Duncan Phillips, Managing Director, 360 Play**

## What Virtual Viewing did next ...

To build on the solid foundation that has already been created, Virtual Viewing is now working with 360 Play to increase the site's search engine visibility.

We are deploying our **ADAM** (**AD**words **A**dministration and **M**anagement) service, based on a two-phase campaign that combines Google AdWords pay-per-click advertising service with detailed analysis of website traffic to identify the most closely targeted and cost-effective search terms to promote in order to drive high levels of potential leads to the website.