

## Dreams in Heels

### Introduction

Dreams in Heels was started in 1990 by two brothers. It is home to a multitude of leading international and national brands for apparels, fragrances, accessories, cosmetics, footwear, home décor and furnishings catering to the needs of the entire family. They aspire to provide their customers a memorable international shopping experience. They are one of the largest chains of department stores across India. In 2011 they started their website to reach out to wider audience. According to them seamless online and in-store experiences allowed one to shop, make returns, and earn rewards on all purchases across brands online or in-store.

### The problem

In an effort to increase their database of customers, Dreams in Heels considered running an email-based marketing campaign. Dreams in Heels approached Digital Fire, a digital marketing agency, to assist them with their email campaign. Dreams in Heels wanted to create brand awareness, target new customers, grow their existing email database with quality leads, and increase traffic to their website in an effort to boost sales. Ideal new customers who fitted into their target market would need to be high-earning female Indian urbanites

### The solution

To meet these business objectives, Digital Fire created an email campaign with an enticing Call to Action at its core. Readers were offered the chance for them and a friend to “win a new pair of shoes every month for a year”

The campaign profiled and tracked user actions, and allowed readers to pass the email on to their friends easily. The Call to Action ‘click here to enter’ prompted readers to fill in their own details, and those of a friend, for the Dreams in Heels database. The email was sent to 70 000 people in Dreams in Heels’ target market from a well-maintained opt-in email database, with a second follow-up email sent later.

### The results

An impressive 40% of people who received the first email opened it, with 12,000 people entering the competition with their personal details and signing up to the Dreams in Heels email newsletter. This is a great result considering that traditionally direct mail has a response rate of around 0.1%.

The follow-up email was sent to competition entrants, thanking them for entering the competition and encouraging them to have a look at the Dreams in Heels website. An astonishing 78% of these recipients clicked through, which resulted in more than 5 000 new visits to the Dreams in Heels.

Key elements that contributed to the campaign's success were:

- A well-managed and filtered email contact database
- Striking design
- Effective copy
- A strong Call to Action
- An enticing incentive
- The entering mechanism where the reader and a friend's details were requested

The viral sharing element particularly contributed to the campaign's success.

**Questions:**

1. Which elements of Dreams in Heels's email marketing constitute best practice?
2. What role did the database play in this example? Why was it so important?
3. Explain how viral sharing played a role in the success of this campaign.
4. Emails that are expected and recognised are more likely to be read. How can a marketer use this knowledge to increase the readership of emails?