



Commission for Rural Communities

The Commission provides well informed, independent advice to government and ensures that policies reflect the real needs of people living and working in rural England, with a particular focus of tackling disadvantage.

Challenge

The Commission highlighted the need to inform and update individuals with news and issues of relevance within the rural community, in addition to stimulating on site registrations.

Solution

ePrecision provided an attractive and timely communication tool for the Commission to easily manage and administer.

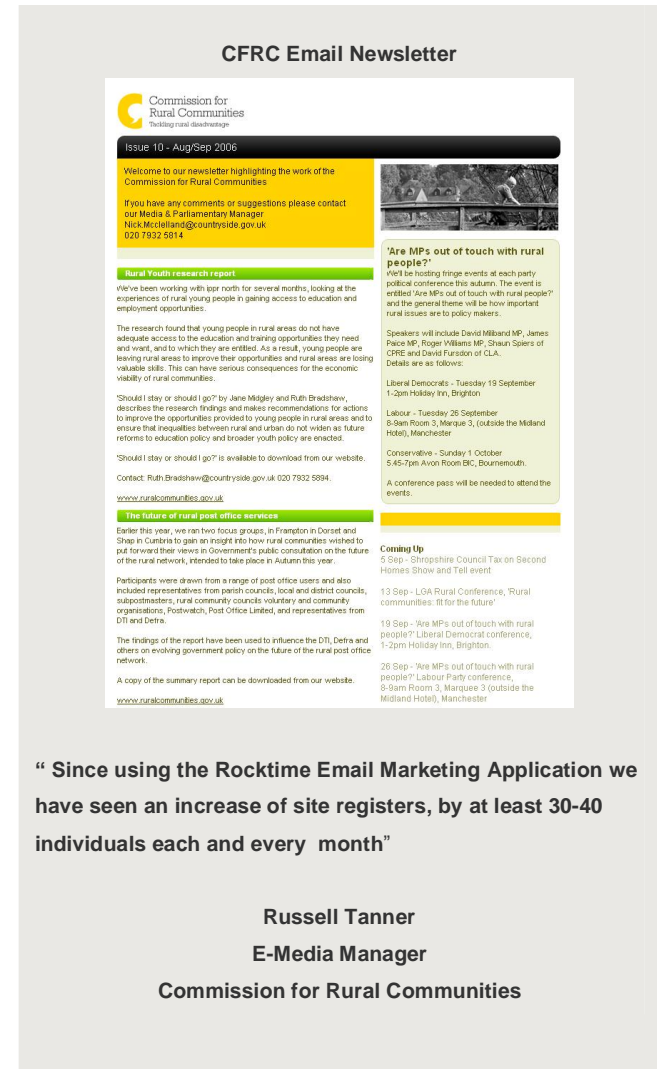
<http://www.ruralcommunities.gov.uk>

Project Details

Informing users and stimulating online registration were key issues for the Commission of Rural Communities. The ability to send regular news updates to relevant individuals highlighted the requirement for Rocktime's Email Marketing Application, ePrecision. Rocktime designed bespoke HTML e-newsletter templates in line with the Commissions branding requirements. Administrators could then easily add content and images, through functionality much like the Logic CMS used to update websites. Only authorized administrators can edit/send newsletters, providing complete control over content and distribution. To ensure relevancy of the information being sent and those receiving it, recipients have the ability to be categorized according to the areas they are interested in. This not only ensures precision targeting but also provides the ability to personalize communications to recipients.

Key Benefits

- Send regular e-updates
- Drive site traffic
- Professional, timely and attractive marketing tool
- Ongoing form of communication
- Immediately track able and measurable response
- Cost effective
- Promote Commission news to wider audience
- Send e-newsletters, e-invites and e-promotions



“ Since using the Rocktime Email Marketing Application we have seen an increase of site registers, by at least 30-40 individuals each and every month”

Russell Tanner
E-Media Manager
Commission for Rural Communities