

Case Study

Volunteer-led emails improve local community engagement for the IET

Brand:

Institution of Engineering and Technology (IET)

Industry:

Non-profit

Objective:

To increase engagement across IET local networks by sending more personal and targeted emails to members and non-members in these areas.

The Result:

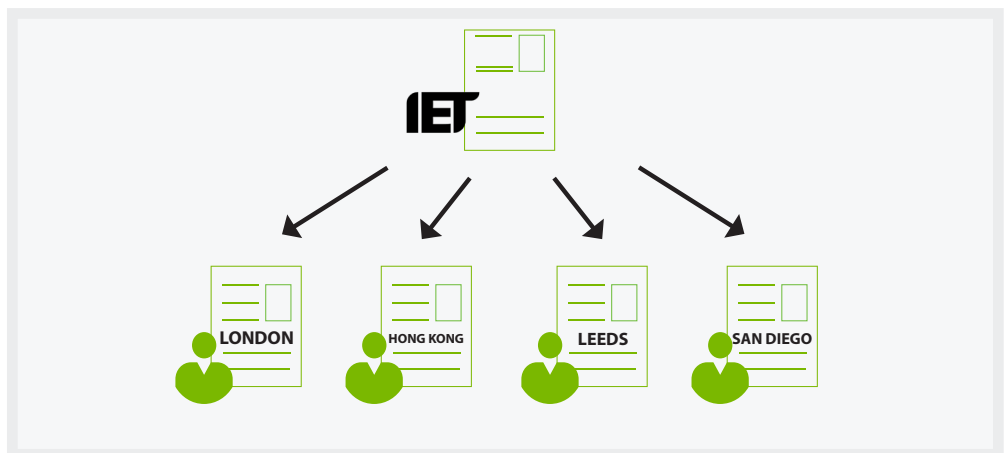
27
volunteers set up
as users

32%
average open rate



With over 100 IET local networks run by volunteers that organize events around engineering and technology, a more localized communication approach was needed to support the growing community feel.

But how do you do that while maintaining consistent branding, controlling access to sensitive information, and keep emails easy to create and send?

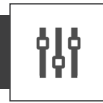
**The Challenge**

To promote their events, IET staff send out monthly emails listing the events. These are often grouped into regional newsletters that include a number of local networks. The volunteers value the staff emails, but have expressed an interest in sending personalized communication to those living in their local network.

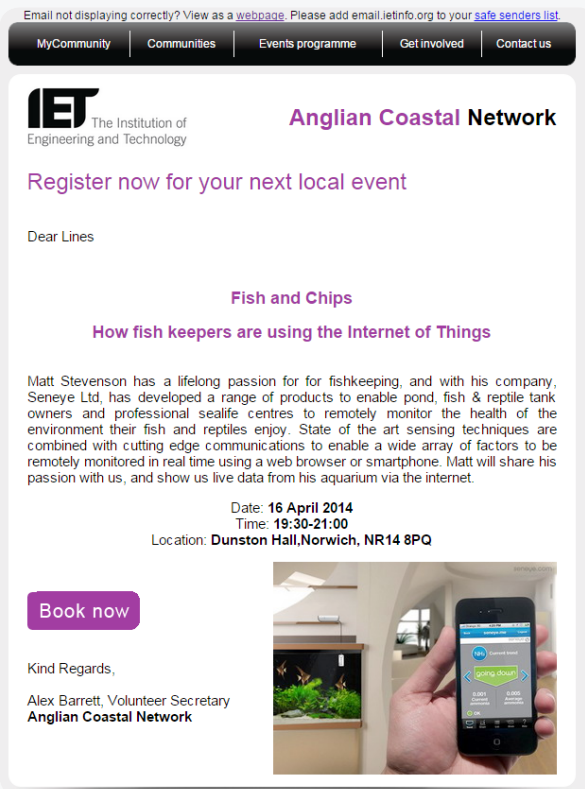
The Solution

It was felt that the best way to achieve a more engaging email strategy for the local networks was to empower the volunteers to send emails to their own networks. But they're not trained email marketers, and their involvement in the email program is optional. Hence the solution provided to them needed to be as easy as possible to use, maintain a consistent branding, and limit the chance of making mistakes.

Adestra worked with the IET to develop a solution using the flexible account structure and permissions management in MessageFocus.



Example of volunteer newsletter



A User Profile was developed with specific settings for the IET's requirements:

- Access limited to the tailored Volunteer Workspace, and their own campaigns
- Access to handle or view data is restricted. An automated feed of data is sent daily for each local network and is automatically applied to each campaign
- Personalized templates to retain consistency of layout and branding
- An approval process requiring sign-off from two IET marketing staff before emails can be deployed

The Result

After successful testing phases, volunteer access was rolled out, with users from around the world adopting the system. So far 27 volunteers have been set up as users, and feedback has been very positive.

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About Adestra

We have been empowering clients to maximize marketing ROI through email-driven technology for over 10 years. Our flexible account structure and obsession with customer success have gained the trust of global and growing brands alike. Founded on the principle that marketing success takes more than technology, we're not just Software as a Service, we're Software AND a Service.

Do you need a partner to support your efforts in the long-term?

Each company is unique, so we take a proactive approach in understanding your background and needs when we evaluate the possible solutions. Get in touch today to see how we can help you achieve your marketing goals.

"This initiative would not have been possible without the flexible account structure options offered in MessageFocus. We have been really pleased with the support we've received from the Adestra team, as well as the email performance results and positive feedback from our volunteers."

Aaron Thiele, Communities Communications Executive