

Boost Customer Acquisition Strategy in New and Innovative Ways

Overview

Supporting Crew Clothing's customer acquisition strategy

Solutions/Services

Compliment wider marketing strategy with an innovative approach to affiliate marketing

Success

Affiliate channel accounts for highest percentage of new customers

Future

Continue to boost ROI and benefit from increased consumer interaction

Crew Clothing is a British luxury casual clothing retailer. Founded in 1993, the retailer expanded from its foundations in Salcombe to become a major player in the casual clothing market with over 65 stores in the UK and over 400 employees. Crew Clothing has sponsored some of the most prestigious social and sporting events including the England Polo team and Masters Tennis at the Albert Hall. The brand has also been the official clothing supplier to the England Polo team for over five years and has provided all the kit for the National and International matches including The Cartier International Event.

THE BACKGROUND

In a fiercely competitive industry, with a number of brands trying to expand into the casual clothing marketing, Crew Clothing was looking for ways to boost its customer acquisition strategy by bringing in customers in new and innovative ways. As part of this process, Crew Clothing kicked off an SEO campaign to improve its use of keywords but it was looking for a complimentary solution that would have a direct impact on sales.

With affiliate marketing widely recognised as a rewarding and profitable digital marketing tool, Crew Clothing identified this as an effective and measurable way to influence and encourage customers to purchase from the brand.

Strategy

Crew Clothing wanted to partner with an affiliate network that was recognised for its strength in the retail space and had the technology, knowledge and connections to help the retailer gain access to new and wider groups of internet shoppers. Against this backdrop, Crew Clothing selected LinkShare owing to the network's strong affiliate links and proven track record for success in the retail industry for a number of well-known brands.

Execution

LinkShare worked closely with Crew Clothing to identify the brand's digital marketing needs to create a programme that would help it expand its customer base. LinkShare designed a dedicated programme that incorporated the use of voucher code sites, social media, banners and text media to help drive traffic and increase interest in Crew Clothing's products. As part of this process, promotions have ran on voucher sites



such as MyVoucherCodes, VoucherCodes.com and NetVoucherCodes; as well as offers on Voucher Cloud, Money Supermarket and the Metro newspaper's online voucher code site.

Crew Clothing work strategically to meet their new customer acquisition targets using the affiliate marketing channel. They use their results to define the progression and development of the affiliate program. Their commitment to ROI clearly highlights why the affiliate channel is a strong part of the online marketing mix. Their flexibility in dealing with affiliates means that they see results and are well-liked.

Results

LinkShare's affiliate programme for Crew Clothing has been running for four months. To date the programme is already having a positive impact on overall sales; 30 - 40 percent of affiliate orders are from new customers. In fact, the affiliate channel is acquiring the highest percentage of new customers compared to other direct channels and 5 percent of online sales are now coming directly through the retail channels provided by LinkShare. In addition, carefully placed promotions on voucher code sites have helped to increase customer referrals, while placements on blogs are increasing Crew Clothing's brand exposure.

"Consumers now shop using a variety of channels, with some using voucher codes before making a purchase and others visiting cashback sites for incentives. Our affiliate programme with LinkShare brings us closely in line with current consumer behaviour and is helping to ensure we are extending our reach online in a way that is measurable and impacts our bottom line. We have been impressed with the results to date and hope to enjoy further positive growth as our work with LinkShare continues."

Frank Sendler, Online Marketing Manager at Crew Clothing

"Our work with Crew Clothing is testament to our ability to serve brands in the retail industry with a bespoke affiliate programme that has a direct impact on overall sales. We have a dedicated team of specialists who are adept at understanding quickly what our customers need and creating programmes that help them tap into new markets. Brands need to be agile and adopt new strategies if they are to appeal to today's web savvy consumers and affiliate marketing is an excellent way build deeper relationships with customers and boost ROI."

Liane Dietrich, Managing Director LinkShare UK,

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