



Client

The Garsite/Progress Family of Companies is the largest manufacturer of aircraft refuellers, hydrant dispensers, fuel delivery trucks, above-ground fuel storage tanks, and vacuum pumper trucks in North America. The Garsite/Progress Family of Companies are established businesses that are committed to the industries they serve. With sales in excess of \$50,000,000, their companies have grown by supplying their markets with high quality products and by providing superior service.

Reason For Adopting OnLetterhead Branded Email

Garsite was looking for a way to differentiate their email. They were looking for the ability to drive customer & prospects to their website increasing their visibility in the online marketplace.

Challenges

Garsite did not have the resources in place to implement a branded email system. They were faced with the challenge of implementing an easy to use tool that did not require any technical intervention.

Solution

OnLetterhead was deployed within the Garsite organization. Designs were created that allowed the user to interact with a typical "website experience directly from the email.

Design Elements

Working with the OnLetterhead design team, Garsite choose to maintain brand consistency and base the email templates on the existing layout of the website. The same color, look and feel was used as well as dynamic links to different areas of the website. The designs carry an overall theme of the business as well as specialized pictures of products and services.





Results

The results were immediate and favorable. David Mittleman, VP Sales and Marketing has reported the following:

- 5- 10% increased traffic to the website by from the dynamic links in the OnLetterhead email
- Additional sales increase due to the additional information provided to their customers by way of the OnLetterhead email
- Professional and powerful impression with the recipient
- Great addition to the current sales efforts as OnLetterhead has attracted new prospects interested in our products and service.

