



Led all promotional and customer loyalty email marketing



Goal: A Fortune 500 B2B company seeking to re-engage dormant small to medium-sized businesses.

Overview: Grainger primarily generates revenue from large government contracts and corporations. To better incentivize small to medium-sized businesses, Grainger launched the 'Red Pass' customer loyalty program. The program gives customers access to free shipping, better prices, and dedicated customer service.

Strategy: Implemented a three-touch welcome series for new Red Pass members. The series introduces the program, showcases the value it offers, and highlights the time-saving benefits. By leveraging customer purchase data, we were able to personalize the communication and provide exact savings information to each customer.



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