

# Newsletter Automation Sets Stylesight Free

Publishing 30 newsletters each month was consuming too much time and energy for Stylesight's marketing team. DemandLab showed them how to automate the process and produce a better product in a fraction of the time—and cost.

## STYLE SIGHT

### INDUSTRY

Information Services

### SOLUTION

Martech Execution >

### HIGHLIGHTS



**\$240K - \$300K**

saved per year



Slashed production time  
**from days  
to hours**



**Received  
rave reviews**

from newsletter recipients

## Company

Professionals in the style, fashion and design sectors rely on Stylesight to support their creative journey with industry-leading content, global inspiration, and a visionary online workspace. Headquartered in New York City, London, and Hong Kong, the company also maintains satellite offices and correspondents all over the world. More than 3,000 companies are Stylesight clients, including Mitsubishi Amazon, Nike, Sephora, Mattel, and Twentieth Century Fox.

## Challenge

Stylesight newsletters offer an eclectic mix of insights, trends, and news submitted by their global editorial staff.

Every month, 10 unique newsletters needed to be created for a segmented email list. Making those newsletters available in Chinese and Spanish as well as English created an extra layer of complexity and ballooned the total number of monthly newsletters to 30. Add to that a daily trend newsletter in five languages and the total count reaches a staggering 180 highly custom and targeted newsletters sent to subscribers each month.

Jeffrey Canada, Stylesight's manager of digital marketing, admits the manual system was a mess. "Every minor change would have to go from the translators to the editors to me. Then I'd send them back to designers, who would have to update the Dreamweaver file, and I'd send the new files out for approvals."

“*It's proven the return on deploying marketing automation, and working with DemandLab—tenfold.*”

The result was a publication cycle that took two or three days to complete. “There were senior designers who were pretty much completely dedicated to these newsletters,” says Canada.

## Solution

DemandLab knew the process could be drastically simplified, despite the translation requirements and the challenges of a globally distributed editorial team.

With a goal of making publication as simple and quick as possible, DemandLab worked with the Stylesight marketing and design team to understand the editorial and design process.

This discovery process helped them uncover optimization opportunities and align the programming within Marketo to their business process. First, the HTML newsletter design was converted into a single, multipurpose template that could be managed in Marketo. The template includes two core timesaving elements. “Snippets” (a Marketo feature that enables increased content flexibility) allow Stylesight to change certain content elements and adapt the newsletter frame for geographic targets, languages or audiences. “Tokens” (another Marketo feature that enables quick and easy content updates) push fresh content, submitted by the editorial staff, into the right place in the newsletter layout.

This dynamic template is wrapped up in a Marketo Program, which can be cloned and reused for each communication cycle. The result is a ‘plug and play’ newsletter structure that has significantly reduced the time involved in building, customizing, and segmenting these communications.

This revolutionized the process for Stylesight. In fact, the automated system has reduced the time it takes to create and distribute the highly anticipated newsletters from days to hours.

“As the marketing manager, it has been instrumental and lifesaving for me,” says Canada. Before, he would have to drop everything and spend hours shepherding each newsletter through endless rounds of edits and approvals. “Now, the editors and designers take care of 95% of the process on their end. I just click the send button when they tell me it’s ready to go.”



▲ “SNIPPETS” SUPPORT FLEXIBILITY IN CONTENT LAYOUT CONTROLLING TRANSLATED OPERATIONAL COPY. “TOKENS” PULL SPECIFIC TYPES OF CONTENT INTO THE RIGHT NEWSLETTER AUTOMATICALLY.

Canada says it has also helped him make better use of his design team. Instead of tying up senior designers for days, he can delegate the work to interns and junior designers.

## Result

The Stylesight marketing team implemented the automation process in early 2013, and the kudos continue to roll in. Not only is the feedback from editorial staff, designers, and translators overwhelmingly positive, says Canada, but Stylesight clients have remarked on the improvement, too. “Before, our clients never knew when the newsletter would arrive. Now, we’re hearing that they know when to expect it and look forward to it.”

## What’s Next?

Propelled by the success of their newsletter program, Stylesight are already looking ahead to new opportunities. They’re now working with DemandLab to create an automated email nurture cycle, and are exploring the potential to further segment their email lists to deliver highly targeted communications.

“The amount of effort we put in up front is worth it,” says Canada, “because it just makes everything so much easier in the long run.” “Seeing these early results shows us how much more opportunity there is,” said Roman-Price. “We are the first, globally, to do something like this, and other regional team are following our lead.”

*“We didn’t know how to leverage all the really cool tools within Marketo. That’s where DemandLab came in.”*

Jeffrey Canada, Manager, Digital Marketing, Stylesight

## PROJECT INSIGHTS

- **300K Annual Savings**  
The new Marketo deployment allowed Stylesight to reduce their newsletter costs by as much as \$25K each month.
- **Stylesight is saving money as well as time.** Canada estimates the company is saving between \$20K and \$25K each month because of the way these programs have been designed—funds that can now re-allocated to revenue-generation campaigns.
- **Automation Tip**  
Stylesight found that spending “extra love and care” in setting up the template paid off down the road. “Now anybody can jump in and run with it, even if they’re not familiar with Marketo or automation.”



DemandLab helps enterprises leverage the power of martech, data, and content to enhance the customer experience and revenue performance. Learn more at [demandlab.com](http://demandlab.com).

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