



LIGHTHOUSE MARINE DISTRIBUTORS ENGAGES CUSTOMERS WITH CUSTOMERCONNECT E-MAIL MARKETING TOOL



LOCATION

Long Island, New York

TECHNOLOGY SOLUTION

- CounterPoint SQL Enterprise POS Software
- CustomerConnect E-mail Marketing Tool

PARTNER

Retail Control Systems

BENEFITS

- Generated over \$35,000 in sales through e-mail marketing in four short months
- Created eye-catching and informative e-mail campaigns with ease
- Built customer database to 6,600 active users
- Sent targeted e-mails to customers based on specific sales history, location and buying frequency

"I couldn't have asked for a better e-mail marketing tool. CustomerConnect makes it easy for us to engage our customers and keep them coming back into our store while also providing robust reporting and analytics."

- Greg Scholand
Business Manager, Lighthouse Marine Distributors

Lighthouse Marine Distributors has been in the business of supplying boat engines, parts and all the other bells and whistles that come along with boat ownership since 1970. Located on Long Island in New York, the company provides its customers with a vast inventory and deep industry knowledge that set it apart from competitors. A CounterPoint retail technology user since October of 2009, Lighthouse Marine Distributors is a customer of Retail Control Systems, a Radiant Retail reseller.

CHALLENGE

Just like any other business, Lighthouse Marine Distributors faced the challenge of how to better engage and connect with its customers in order to provide more value, especially during difficult economic times. "We knew we needed to do more to reach out to our customers, whether through social media, mobile applications, or other online efforts," says Greg Scholand, business manager at Lighthouse Marine Distributors. "For many people, boating is a hobby, and average purchases on boat parts run into hundreds of dollars, so we realized the need to work especially hard to keep customers coming back into our store and visiting our website."

SOLUTION

Scholand and his team at Lighthouse Marine Distributors decided that an enhanced e-mail marketing strategy would be a great way to promote new products, entice people to attend boat shows and incent customers to make purchases. "We were actually getting ready to purchase a third-party e-mail marketing tool when we received an e-mail from Radiant Systems about its new CustomerConnect application," says Scholand. He participated in a webinar about CustomerConnect and immediately knew that it was the best product for his company's new e-mail marketing goals. "I loved the fact that CustomerConnect integrates directly to our CounterPoint database, so we can use specific data and customer information to create targeted e-mail campaigns," says Scholand. CustomerConnect is the only e-mail marketing tool built specifically for retailers. The product allows retail operators to create campaigns based on customer data and sales history, track campaign success and see actual revenues generated from each e-mail sent.

RESULTS

After just four short months of using CustomerConnect, Scholand and his team have seen tremendous success. With a current database of more than 6,600 active customer e-mail addresses, Lighthouse Marine Distributors sends a variety of targeted e-mails, such as its "Welcome New Customers," "We Miss You," and "Free Shipping" campaigns. To date, the company has generated over \$35,000 in revenue from these campaigns, with the "Welcome New Customers" being the most successful at more than \$20,000 in sales. Scholand was able to set up the CustomerConnect system easily and create a variety of e-mails from the user-friendly templates available in the program. "The tool's dashboard is extremely intuitive and easy to use," says Scholand. "I love being able to login to the system, quickly see our sales numbers from each campaign, and track the open, click and conversion rates." One of the greatest values of CustomerConnect is the fact that Radiant Systems includes new features and product upgrades for free, so we receive immediate benefits at no additional cost. "I couldn't have asked for a better e-mail marketing tool. CustomerConnect makes it easy for us to engage our customers and keep them coming back into our store while also providing robust reporting and analytics," says Scholand. "The crew at Retail Control Systems is great, and we are so lucky to have a technology provider that really cares about the success of our business."



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