

## Introduction to this newsletter

AJ Marshall was a client I represented while working as a freelancer for a marketing agency. I created several external newsletters and these were tailored to different types of customers.

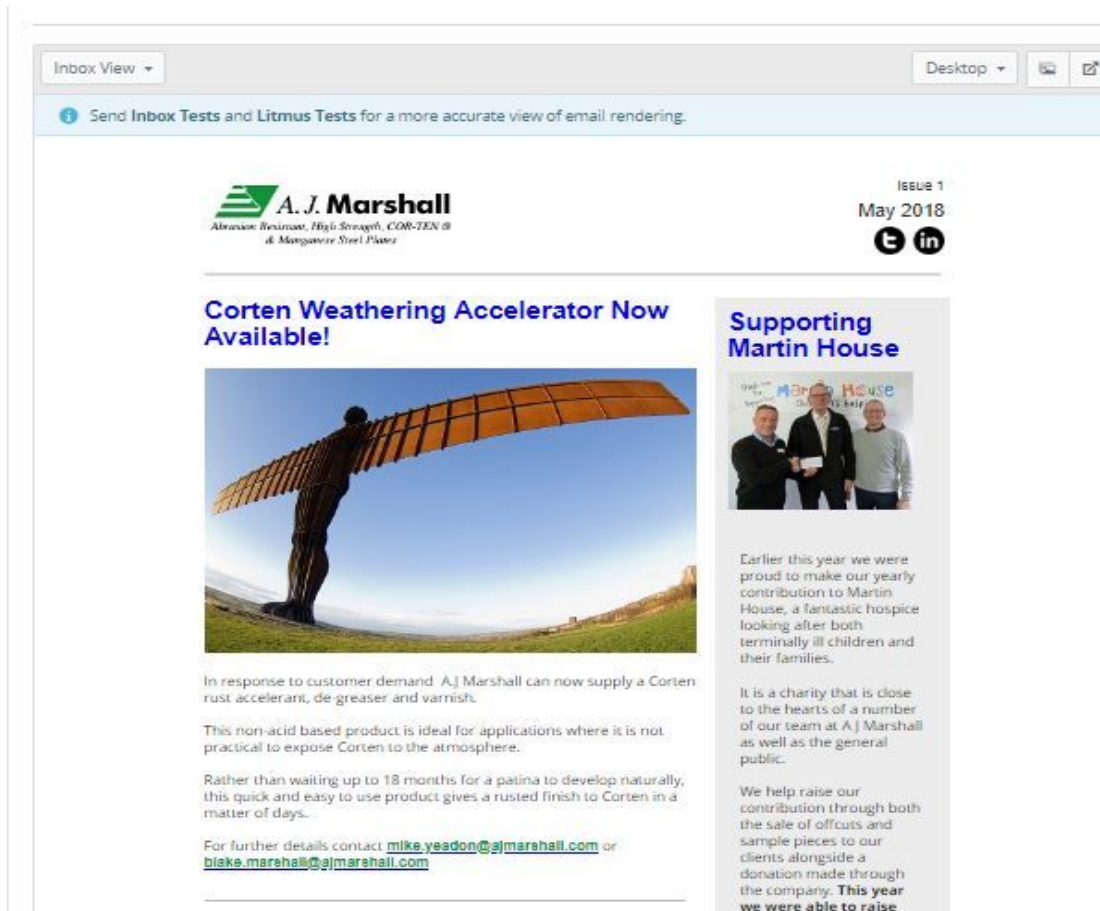
For example, I created an industrial newsletter that was aimed at business customers and had a heavier focus on how AJ Marshall's products could serve business needs.

I also created newsletters for their individual customers, which focussed on how the products sold can help to enhance DIY projects and community projects.

Segmentation was the key to my success with this newsletter. I analysed and interpreted customer data and used this to create separate audiences on our email system in order to get the best impact.

The result was a 33% increase in engagement, 40% increase in website traffic and an average of 1,000 impressions per newsletter.

Below you can see an example of the type of newsletter I would send via email.



## Our Latest News

[Templates](#) / [Our Latest News](#) / [Preview](#)

Summary

Preview

Validation 1

Tracking

Testing

### Preview

HTML

Text-only

Preview As

Un-merged static content

Subject Line

Our Latest News

Inbox View

Desktop

Send **Inbox Tests** and **Litmus Tests** for a more accurate view of email rendering.



Issue 1  
May 2018



### Corten Weathering Accelerator Now Available!



In response to customer demand AJ Marshall can now supply a Corten rust accelerant, de-greaser and varnish.

This non-acid based product is ideal for applications where it is not practical to expose Corten to the atmosphere.

Rather than waiting up to 18 months for a patina to develop naturally, this quick and easy to use product gives a rusted finish to Corten in a matter of days.

For further details contact [mike.yeadon@ajmarshall.com](mailto:mike.yeadon@ajmarshall.com) or [blake.marshall@ajmarshall.com](mailto:blake.marshall@ajmarshall.com)

### High Strength Steel. Strong. Cost Effective. Lightweight.



### Supporting Martin House



Earlier this year we were proud to make our yearly contribution to Martin House, a fantastic hospice looking after both terminally ill children and their families.

It is a charity that is close to the hearts of a number of our team at AJ Marshall as well as the general public.

We help raise our contribution through both the sale of offcuts and sample pieces to our clients alongside a donation made through the company. **This year we were able to raise £750.**

### 5 Famous Corten Steel Buildings



Discover some of the most renowned constructions made out of COR-TEN™ steel.

[Read more >](#)

[+ Create a Campaign](#)

### Options

- Edit Content
- Upload Content & Images
- Duplicate Template
- Hide Template
- Help

### Summary

- Header & Details
- Content

### Preview

- HTML
- Text-only

### Validation

- Junk Mail Filter
- Content & Links
- Sender Health Checks

### Tracking

- Link Tagging
- Click Customisation
- Social Sharing

### Testing

- Inbox Tests
- Litmus Tests

Structural steel or high strength is an extremely tough and durable material. It helps to improve the performance and safety of vehicles and structures where weight saving is required.

It is most commonly used to make heavy road vehicles, dumper bodies or chassis (the framework of a vehicle). High strength steel is also used in bridge components, pressure vessels, power plants and engineering applications.

[Read more >](#)

## CONTACT US

To find out more about what we're up to or to see how we could help you, please contact us on the details below.

Tel: 01423 359 111

Email: [sales@ajmarshall.com](mailto:sales@ajmarshall.com)

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