



mailtastic

Case Study

## Güldner: More sales of new products for existing customers

Activate existing customers with email signature marketing

### Background: The customer

Special screws Güldner has been producing and supplying special screws for over 30 years, CNC turned and milled parts, connecting elements and components manufactured according to pre-defined requirements. The company specializes in screws and fasteners for extreme requirements.

The company produces in Niederstetten in Baden-Württemberg with a total of 80 employees, 60 of whom work in production.

### The challenge

Two challenges have led special screws Güldner to work with Mailtastic. First of all, customers should be made aware of the offer even beyond the direct sales talks. Secondly, customers should be made aware that they can also purchase CNC turned parts and other products from special screws from Güldner.

The challenge:

- 1 Increase brand awareness**
- 2 Exploit cross-selling potential**

„Most of our 1,500 customers buy from us as part of temporary projects,” explains Dr. Sebastian Beckert, Managing Director of Sonderschrauben Güldner GmbH & Co. KG. In times outside the projects, however, the customers would rarely have any reference to Güldner’s offer.

Since customer contact is therefore very selective and project-related, the customers also hardly know that Güldner offers more than special screws.

„So here we had to find a solution, how we can constantly draw customers’ attention to this offer without being too intrusive about our product range.”



Dr. Markus Beckert  
CEO, Sonderschrauben Güldner GmbH & Co. KG.

## Existing customers need their own channel

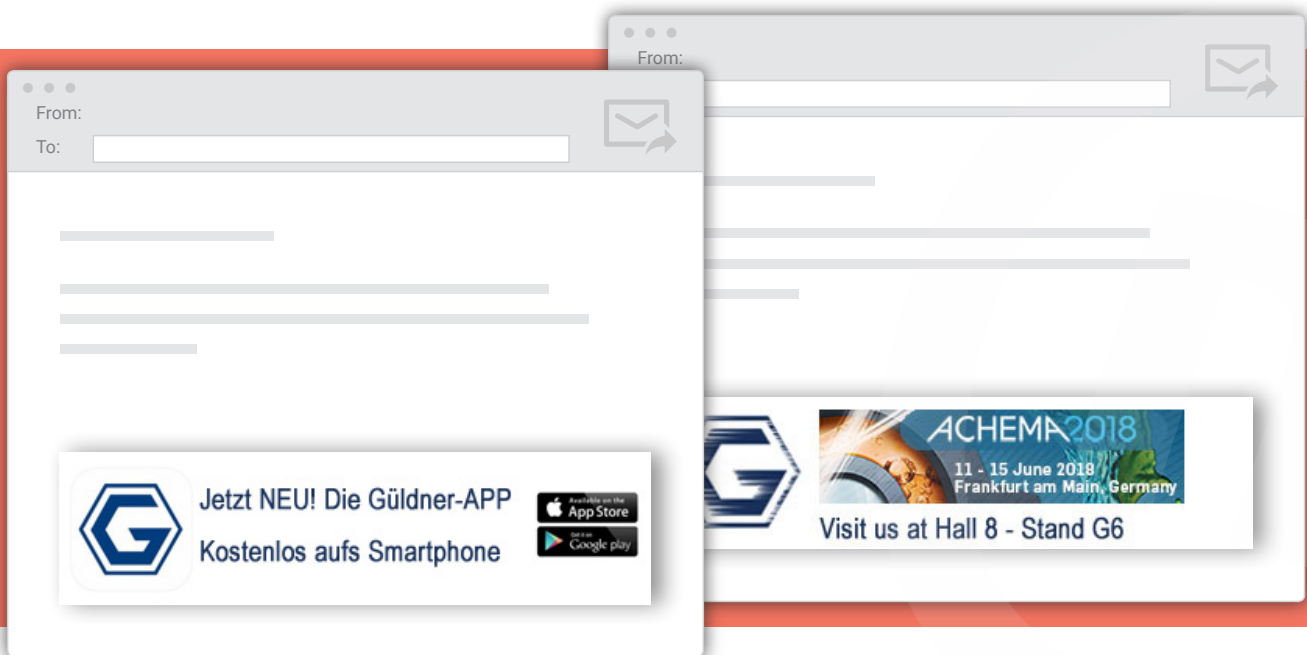
Güldner already uses various online channels for his customer acquisition. „As a B2B company, we rely in particular on SEO and SEA,” explains Dr. Beckert. Both have also produced positive results for the acquisition of new customers.

However, they are not an ideal solution for addressing existing customers and cross-selling: „Of course, our existing customers google us less often,” says Dr. Beckert. In order to address existing customers as well, a different solution was sought.

When Dr. Beckert came across a blog post from Maitastic at Xing, his interest was quickly aroused: „Maitastic sounded like what we were looking for. And because the prices on the website are displayed transparently and I could immediately see what costs we would face, I immediately registered for the free test phase. The free test phase met Dr. Beckert’s expectations - and Sonderschrauben Güldner became a Maitastic customer.

## The solution: Maitastic

After Dr. Beckert had opted for Maitastic, the first signature banners were rolled out within two days. „In order to achieve our goals, we equipped those 20 employees who actually have customer contact,“ explains Dr. Beckert. „This would not have made much sense for the other 80 of our employees, since most of them work in production. The signature banners rolled out without any problems. „Even with our two sales representatives, the integration of Maitastic was no problem,“ recalls Dr. Beckert. „We only had to talk to them on the phone for a short time and were then able to integrate the signatures in the same uncomplicated way as with the other employees. And this simple implementation is a particular advantage, says Dr. Beckert.



The company had already wanted to integrate banners into the signatures of its employees before - and this proved to be much more difficult than expected: „We had to put a lot of effort into configuring the Exchange server,“ recalls Dr. Beckert. „And, of course, our IT specialists also had to work on this, which in turn caused costs.“

With Maitastic, on the other hand, he was able to integrate the banners into the signatures of the employees in an uncomplicated way. „I can therefore not only create the signature banners myself with Photoshop, but also assign them to the employees myself - an ideal solution for our company,“ says Dr. Beckert.

## The result

After three months with Maltastic, the customer can now draw a first balance. „With Maltastic, we were able to generate a total of 582 clicks for our website with only 20 employees during this period. The signature banners received 18,534 impressions, which corresponds to a click rate of 3.14 percent.

**582** Clicks  
**18.534** Impressions  
**3,14%** Click Rate

„Since 50 percent of our customers now come via the website, the clicks we generate with Maltastic contribute to our business success,” says Dr. Beckert.

„Because also our existing customers find now over the banners to our product sides and remember regularly our offer. As a result, they are now increasingly taking advantage of our range of CNC turned and milled parts“.



Dr. Markus Beckert  
CEO, Sonderschrauben Guldner GmbH & Co. KG.

And there are other advantages that could be realized with Maltastic, as Dr. Beckert explains: „Maltastic saves us a lot of time“. Signature banners could now be integrated much more quickly, especially in comparison to the previous manual work on the Exchange server. „Before, we could quickly create a banner with Photoshop, but it took us a long time to integrate it into Exchange,” says Dr. Beckert. „With Maltastic, we can now integrate signature banners as quickly as we create them - we roll out an email signature campaign to all employees within 15 minutes.“

This also saves the company costs: „We no longer need an IT specialist to install a signature banner. Our IT people can concentrate on their actual tasks and don't have to deal with this problem.“

## The résumé

Dr. Beckert's summary is correspondingly positive. „Overall, we are very satisfied with Maitastic,“ summarizes Dr. Beckert.

„We can remind our existing customers of what we have to offer practically by the way.“

Dr. Markus Beckert  
CEO, Sonderschrauben Güldner GmbH & Co. KG.



Although the click rate and impressions naturally play a major role for the company, it is also important for Güldner that IT support is no longer required for the integration of an email signature campaign. „This was a big problem for us and had previously prevented us from properly exploiting the marketing potential of our email signatures. With Maitastic, these problems are a thing of the past.“

## About Maitastic

Maitastic is a platform with which companies transform the daily email communication of their employees into a strong and measurable marketing channel.

With Maitastic, you can centrally manage the email signatures of all employees and equip them with target group-specific marketing campaigns. Enrich your mail communication with relevant and valuable content for your interlocutors and draw attention to yourself and your services.

Leading companies such as Würth Group, Hubert Bur-

da Media, Matrix42, Basware, Von Rundstedt, Actega, Umicore, Engel & Völkers, Deutsches Rotes Kreuz and many others are already benefiting from Maitastic as a signature marketing solution.

We will gladly evaluate with you whether and how your company can benefit from signature marketing. We look forward to hearing from you!

You can reach us personally or online at any time:

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