

Case Study - Kiss the Bride Wedding Directory

1. What does your company do?

Kiss the Bride is an Australian Wedding Directory. We provide advertising for Australian businesses and wedding planning tools for brides.

2. How do you use FollowUpExpert?

We use FollowUpExpert to drive traffic to our site. We provide email based subscriptions to our blog where brides subscribe to a topic and FollowUpExpert sends them a weekly email with a new wedding article. We have eight topics and brides can select which ones to join. FollowUpExpert manages and automates the whole process. Our blog now receives more traffic than our website!!

3. How has FollowUpExpert and opt-in email / autoresponder marketing been beneficial to your business?

FollowUpExpert maintains and builds our site traffic. Without it, our site traffic would only be a quarter. FollowUpExpert has been a highly successful site traffic manager that has not only enabled, sustained and increased traffic but also built our brand name as a trusted resource in the Australian bridal industry. We have more referrals to our site and blog than ever before.

4. What results, if any, have you seen using FollowUpExpert?

Since installing FollowUpExpert our returning brides have risen exponentially. Brides now visit weekly and sometimes more. This means more traffic for our advertisers which then directly correlates to increased sales and bookings. Because FollowUpExpert is so easy to use, it means that I can have a new list and add new content in a matter of minutes. We also have an increase in social bookmarking which helps with search engine page rank. The extra traffic has also driven our page rank upward with more page one search engine query results. I believe that FollowUpExpert is the best value for money email responder on the market. My business would have been dead without it.

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