

ASK THE BUILDER

&



2,100 IN 24 CASE STUDY

FEBRUARY - 2013

OVERVIEW:

Bosch Tools reached out to AsktheBuilder.com founder Tim Carter on Monday morning February 18, 2013.

Tracy, the Brand Manager at Bosch Tools, wanted AsktheBuilder.com to promote a Ram Truck contest that ended on February 28, 2013.

The AsktheBuilder.com newsletter was to be sent out the following day on February 19, 2013.

Maximum dexterity and skills and magic had to be employed to achieve the goal that Bosch Tools wanted to accomplish.

THE TIMELINE:

2-18-2013 11:22 a.m. from Tracy K.:

"I would like to talk to you about a mention in your newsletter for our sweepstakes.

My division has very little money to spend on advertising for 2013... you would think it's 2009 all over again!

Here's a link to the sweeps running now through Feb. 28th. Enter to win a RAM truck valued up to \$50,000."

2-18-2013 11:26 a.m. reply from Tim Carter:

"That means we need to ACT FAST and do a deal today!"

2-18-2013 11:35 a.m. from Tracy K. via ATB Shopping Cart:

Thanks for Your Order

Your order ID is #52127.

Shipping Address

Immediate download after completion of payment.

Billing Address

tracy.klinedinst
Robert Bosch Tool Corp
1800 W Central Rd
Mt. Prospect, Illinois 60056
United States
[224-232-2746](tel:224-232-2746)

Your Order Contains...

Cart Items	SKU	Qty	Item Price	Item Total
Newsletter Ad (Download Files)	NewsAdImage	1	\$950.00 USD	\$950.00 USD

2-18-2013 11:38 a.m. reply from Tim Carter:

“Tracy, thanks for the insertion order! I just need two distinct URLs and the image you want. We’ll track which link gets better traction, the image ad or the text link.”

2-18-2013 11:44 a.m. from Tracy K.:

“Tim, I’ll have both links and image to you just after lunch. Thanks for the FAST implementation.”

NOTE: The entire ad placement was transacted in less than 30 minutes.

THE CAMPAIGN:

The following newsletter mention ran in the AsktheBuilder.com newsletter the following day. It was sent to just over 92,500 rabid tool, truck and new product lovers. They have a reputation of trusting Tim’s recommendations:

WIN A New Dodge Truck! Seriously!

How would you like to win a new Dodge truck? One worth \$50,000?

It's possible YOU could be the winner!! How do I know that?

Well, this contest is being run by Bosch Power Tools. They just announced two weeks ago a collaborative marketing effort with Dodge Trucks.



Guess who won the Take-Back-Your-Day Bosch contest back before Christmas????

An AsktheBuilder.com subscriber, that's who!!!!!!

It's possible lightning can strike twice. You may win this contest - but only if you take the 30 seconds and enter it.

I'm telling you right now, [GO ENTER THE CONTEST](#). There's just a few days before time runs out. The contest ends on February 28, 2013

But you know what will happen - you'll forget to do it.

STOP NOW AND ENTER THE CONTEST. [Click here](#) to enter or just click the image of the truck.

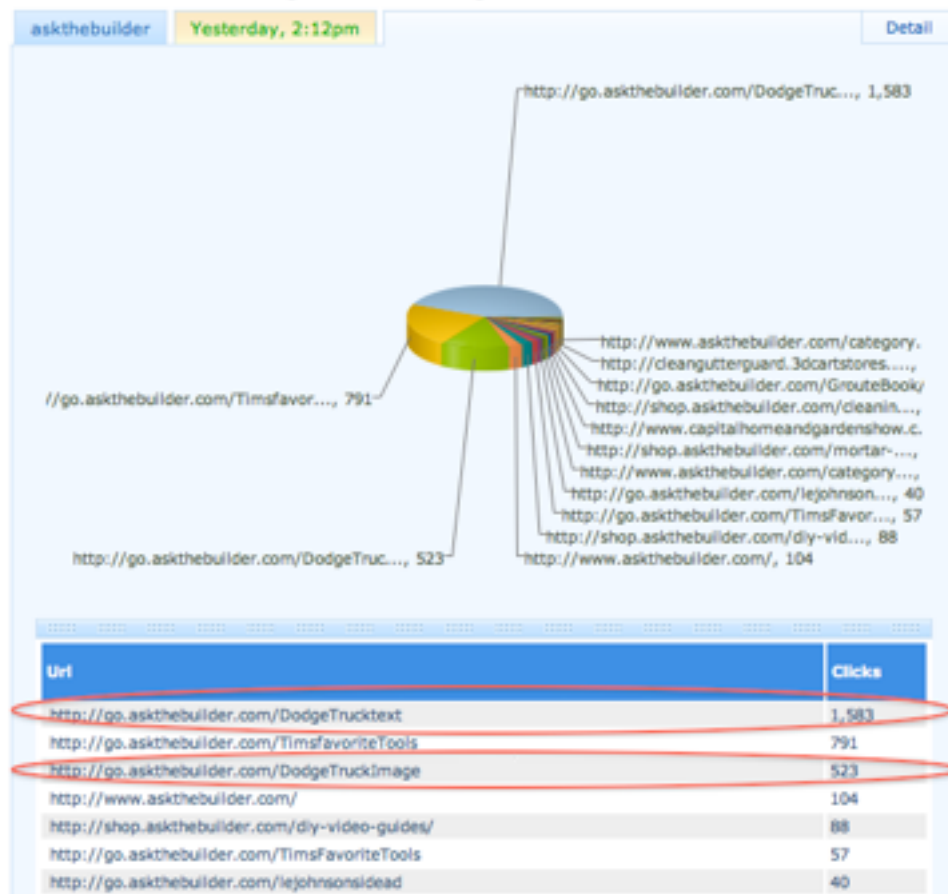
THE RESULTS:

Within 24 hours of sending the AsktheBuilder.com newsletter, Tim's subscribers came through again.

Over 2,100 subscribers entered the contest - within 24 hours. Entries are still pouring in from subscribers who are opening the original newsletter.

Clicks for Broadcast sent on Yesterday, 2:12pm

Overall breakdown of message clicks for a message



The text link pulled 3X more clicks than the image ad.

SUMMARY:

Bosch received a tremendous surge of traffic and entries to their contest in just 24 hours.

Bosch invested minimal time and resources to achieve this goal.

Ram Trucks built more brand awareness.

AsktheBuilder.com was happy to assist in creating the copy for the ad campaign.

AsktheBuilder.com subscribers were all too happy to have a chance of winning a new Ram Truck.

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How can AsktheBuilder.com help you achieve your marketing goals?

Simple.

Contact Tim Carter today:

603.722.0908

tim@askthebuilder.com