



Our Projects:

Marketing Automation for
Manchester United



Manchester United Soccer Schools see a massive **20% increase in sales** after implementing Copernica's marketing automation software.

Situation:

Manchester United Soccer Schools were looking to extend their reach globally and increase the sales of their football training camps. Due to the high order value and the complicated buying process, their website suffered from high abandonment rates and they wanted a solution that ensured their customers received all necessary assistance and kept them engaged during the buying process. Livelink were tasked with creating a multilingual ecommerce platform to aid the sales across the globe, as well as regional camps in many countries. The goal was to increase the conversion rate, overall sales, improve customer satisfaction and reduce the administration effort.



Solution:

In order to maximise sales, Livelink implemented a comprehensive marketing automation solution using Copernica, integrated with a Drupal commerce platform. The key was a full data integration between both platforms that allowed visitor and transaction data to be captured and stored in Copernica. This allowed Manchester United Soccer Schools to respond quickly to each individual visitor's behaviour, become more timely and relevant with their communication and therefore improve engagement levels.

A series of automated campaigns were designed to respond to typical customer behaviours to inform, help and eventually convert them. Abandoned baskets, brochure downloads and post purchase reminders encouraged the purchase of optional extras such as match day tickets and airport transfers. Payment reminders helped with payment collection and a series of FAQ emails were sent to introduce the parents and the children to the camps prior to their attendance.



Results:

This year, 15% of all sales have been as a direct result of automated emails, which is an increase of 50% on all email campaigns last year. Conversion rates tripled and overall sales for the year rose by 20% as a result. Substantial cost savings were also achieved in administration costs due to the timely delivery of information to prospects and customers.

"We are extremely impressed with the impact Not only did it deliver higher sales and drive down our administration costs but also it improved customer satisfaction. We have now increased our sales targets for the next year based on what we have achieved this year."

*Edorado Abis,
Manchester United Soccer Schools*