

INTERNET

## Bergdorf Goodman encourages email sign-ups via \$2,500 giveaway

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Luxury retailer Bergdorf Goodman is driving sign-ups to its email database via a \$2,500 shopping spree, which creates an incentive for consumers to interact with the brand.

**Sign up now**  
**Luxury Daily**

Bergdorf uses its email database to push information to affluent consumers in hopes of influencing their purchase intent.

“From a direct marketing standpoint, email remains to be the most effective way to get permission to send a private message directly to one individual,” said Laura Crawford, senior email strategist, StrongMail, Redwood City, CA. “It is digital direct marketing at its best, because you can highly personalize the content to each member – in the case of luxury shoppers – upscale lifestyle imagery and higher-end offers work very well.

“If your organization has made it to the summit in database marketing and is practicing best-in-class marketing tactics, you should be able to customize several modules in an email template, which ends up to be tens of thousands of possible versions that highly personalize that private message to a unique customer.”

**Bergdorf Goodman** is a luxury department store known for its elegance and customer service.

The prize is a \$2,500 shopping experience on Bergdorfgoodman.com.

Sign up to win

Consumers simply register for emails by entering or confirming their email addresses.

With this entry, users will receive news on the latest designer collections and insider information on special appearances and other store events.

A screenshot of the Bergdorf Goodman website's sign-up page for a sweepstakes. The page features a navigation bar at the top with links like 'THE SHOP', 'ABOUT US', 'YOUR ACCOUNT', 'BLOG', 'CONTACT US', and 'SUPPORT'. Below the navigation bar is a large banner image of a woman in a colorful, patterned dress. Overlaid on the right side of the banner is a sign-up form titled 'Enter for a chance to win a \$2,500 bergdorfgoodman.com shopping experience'. The form includes fields for 'First Name', 'Last Name', 'Email Address', 'City', 'State' (a dropdown menu), 'Zip Code', and 'Country'. There are also checkboxes for 'I want to receive emails from Bergdorf Goodman' and 'I want to receive emails from our partners'. A 'SIGN UP' button is located at the bottom right of the form.

*Screengrab of Bergdorf Goodman's email newsletter sign-up*

The entry deadline for the shopping spree sweepstakes is Feb. 4.

After consumers sign up, a thank-you form is sent via email, which asks recipients to provide the email addresses of up to five friends.

Each of the five friends will receive an email, and the consumer will receive an additional entry in the sweepstakes for each of those five friends who click on the link and register their email addresses.

Email tactics

Luxury shoppers seem to want to be rewarded for their loyalty by becoming of a member of an exclusive club to get deals or perks, according to Ms. Crawford.

Brands should personalize email blasts to create a high level of loyalty. Email is a fast and interactive channel for customer communication.

Segmentation via email newsletters helps luxury brands sell products more effectively.

Ms. Crawford said having a thorough database is essential for luxury brands.

"The biggest investment for clients here is of course the database," Ms. Crawford said. "It's exciting to see our largest clients reaching a point where they are near or have finally gained access to rich data and can use it for dynamic personalization in emails.

"Obviously once you can gain visibility to the data your segmentation and targeting can improve," she said.

Having a clear email strategy is key to influencing the purchase decisions of luxury shoppers.

“Attracting luxury shoppers to your brand and driving email subscriptions should consist of a clear messaging strategy in highly targeted media niches that suggest elite perks,” Ms. Crawford said. “If luxury shoppers are only a part of your customer set, include an option at sign up for unique communications.

“If you have a loyalty program, clear benefits should be spelled out at sign up for how to reach elite membership status,” she said.

Final take

Engaging consumers via email blasts

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