

A template for good communication

> The Objective

GaleForce wanted a way to maintain awareness with existing customers and sales prospects while showcasing customer case studies and new product information. Serengeti was asked to design an e-newsletter that would accomplish these objectives, as well as drive subscription to their 'webcasts' (online product seminars).

> The Process

Working closely with GaleForce, Serengeti planned and programmed the most efficient and cost-effective template for their inhouse staff to use in creating the e-newsletters.

Serengeti also helped select an appropriate CD of stock photographs for use in the e-newsletter that would allow for a wide range of flexibility.

The layout was initially derived from a proposal template Serengeti designed for GaleForce. We then added on the modular format to meet the needs of the client and the information they wanted to convey in each e-newsletter.

> The Result

Serengeti designed a highly impactful newsletter that made use of HTML and eye-catching graphical imagery to convey an attractive and easy-to-read format.

Serengeti was able to balance the need for clean, uncluttered display of information in a very confined space, with the opposing need to provide a multi-faceted and information-rich communication that encourages the viewer to read further and act upon offers to sign up to webcasts and learn more about the company and its products.

The resulting newsletter was very successful in terms of readership and the client was pleased with its overall performance.



GaleForce Solutions Inc.

GaleForce Solutions, a privately-held and venture-backed company, has leveraged core Microsoft® customer relationship management technology to create GaleForce CRM for Financial Services—designed specifically to meet the unique requirements of managing and optimizing high value financial services clients.