

## CandyTorahs Never Forgets To Close the Order with Swiftpage Drip Marketing

### Company

[CandyTorahs](#) offers personalized, Jewish-themed favors and place cards for special occasions. Our products are ideal for Bar Mitzvahs, Bat Mitzvahs and weddings, and are also used by organizations and agencies for special events.

### Problem

My biggest problem was following up and staying in touch with so many prospects, partners and customers. Every client has their own event, date and deadlines, and it was nearly impossible to communicate with everyone in a relevant, organized way. CandyTorahs.com is my own business; I have many responsibilities and couldn't devote the necessary time.

### Solution

My solution was to embrace Drip Marketing fully. I separated constituents into meaningful groups and developed a planned communication stream for each group. Now my messages are well-targeted to the recipient, addressing their mind-set, their needs, and their time-frame in their planning process. I focus on creating useful, relevant, trust-building messages, and delivering them at sensible intervals. I'm no longer overwhelmed with the logistics of managing all those contacts.

Swiftpage gives me a well-tailored set of tools which address my exact situation. It integrates with my customer database, ACT! by Sage. It supports different campaign types (indispensable!), and lets me see which messages work best and which prospects are most responsive. With Swiftpage I can communicate effectively with all my audiences and still attend to other areas of my business.

### Results

The best result I have achieved is that I no longer accidentally ignore prospects and no longer suffer the embarrassment of reconnecting after a long gap. I have had a breakthrough using Swiftpage because I'm finally delivering useful information, building trust and benefiting my target audiences. Now they have a reason to "tune-in" to my messages and my business. It's just what I've always wanted.

Swiftpage shows my results clearly. My open rates on some mailings are astonishing. One of my mailings TO PROSPECTS went to 80 people. 36 people opened it (that's 45%). They opened it 128 times. In other words each person opened it an average of 3.5 times! They clicked on my links 59 times! Prospects only do that if the message is meaningful and useful.

The level of integration between ACT! and Swiftpage enables me to zero-in on individuals in my audience. My messages are not only well-timed and relevant. They're personalized. That really builds trust and helps create a bond.

To learn more about CandyTorahs, visit <http://www.candytorahs.com/>

To find out more about Swiftpage, visit <http://www.swiftpage.com>