

CASE STUDY

SK&A Helps Life Uniform with New Space Locations and Increases in Sales

Company

Life Uniform, St. Louis, Mo.

Industry

Healthcare Uniform Retailer

Challenge

Life Uniform is the largest healthcare-only uniform retailer with approximately 200 stores nationwide. The 50-year-old company sells uniforms and accessories for healthcare providers, with 90 percent of its business coming from nurses. In addition to retail stores, Life Uniform reaches customers through online, catalog and in-hospital-event sales.

A year and a half ago, Life Uniform decided to more conveniently reach customers by building uniform stores inside hospitals. In order to sell this idea to hospitals, Life Uniform Vice President of Commercial Sales Bob Brown knew that he needed a targeted marketing campaign that would influence hospital decision makers at the country's largest hospitals.

Solution

During the planning phase of this campaign, Brown called on SK&A and teamed with sales rep Kevin Beerup to create a list of hospital decision makers to target via email. Focusing on large hospitals with 375-plus beds, they narrowed the audience by job titles such as CEO, CFO, director of auxiliary, director of planning, and a selection of similar titles. A letter-brochure email message highlighting the top five reasons why hospitals can benefit from building Life Uniform stores inside their facilities was delivered to 7,000 recipients. Since the initial deployment, SK&A has created, sent and tracked one Life Uniform email blast each quarter up until present.

Results

From each email blast, Brown says that Life Uniform gets a substantial number of promising leads for possible implementation of the in-hospital store plan. "Using SK&A's hospital emails is a good way for us to get these leads," he said. Today, Life Uniform has 14 stores operating out of U.S. hospitals.

Life Uniform has even benefited from the deployments by getting additional group-order sales from the email recipients' hospitals. "We've actually also gotten ancillary business from these campaigns," said Brown, citing that a number of uniform sales and group accounts have occurred from each email blast, which has more than paid for the service.

"They've really done everything for us," said Brown of his experience working with SK&A on his email deployments. "My sales rep, Kevin, is an excellent resource and very knowledgeable. He understands the email technology and our business. He's probably one of the main reasons I use SK&A. I leave everything in his hands. I would highly recommend SK&A."

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Bob Brown, Vice President of Commercial Sales, Life Uniform