

Katrina Strathearn – Portfolio

Organisation: Roubler (Payroll & Workforce Management SaaS)

Project: Email marketing campaigns (various)

Skills: Research, Copywriting, Production

An crucial element of Roubler’s marketing strategy was email marketing, encompassing enewsletters, one-off EDM campaigns and automated nurture campaigns targeted at prospective customers and existing clients at different stages in the purchasing lifecycle.

Emails were created separately for each of our key markets – Australia, South East Asia and South Africa – to account for regional language differences and personalisation requirements such as consultant name and contact details.

Below is a sample of emails that I wrote and produced together with success metrics.

Email to 'Lost Sales' regarding Roubler's latest updates - 38% open rate, 6.7% click-through rate from opens.

Subject line: *New Financial Year. New Look Roubler.*

roubler.

Hi there,

We've made some exciting changes here at Roubler since we last spoke.

Our development team has been working hard to bring our customers a better user experience and better analytics functions.

We've just released:

- **A new look for Roubler.** It's cleaner, brighter and easier to navigate.
- **A welcome dashboard to give you one view of your workforce.** We've brought together reminders for outstanding tasks with real-time information about who's rostered, who's clocked-in and who's finished for the day, scheduled versus actual hours and on-time statistics.
- **Increased analytics functionality.** Our improved Business Intelligence tool allows you to import sales data so you have at-a-glance statistics on worked hours, labour costs, sales and labour efficiency whenever you need them.

But we aren't stopping there. Our to-do list for the next six months includes:

- Creating a seamless integration with POS system Kounta.
- Introducing machine learning to our rostering tool to make rostering easier.
- Adding a shift accept/decline features to our mobile app.

If you have any questions or would like to take a look at our new Business Intelligence feature, just book a time in my diary:

Kind regards,



Kathryn Bonanno
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P 1300 833 137
M + 61 429 689 528
E kbonanno@roubler.com

Veracity Content.

COPYWRITING | COPY-EDITING | PROOFREADING | CONTENT STRATEGY

Email 1 in sequence to nurture contacts who've received a demonstration - 54.3% open rate, 36.8% click through rate from opens. Launched 10 July 2019.

Subject line: *How to tame your software Frankenstein*

roubler.

Hi there,

Thanks again for your interest in Roubler.

Trying to run your business efficiently using several disjointed software systems is a major challenge for so many businesses. And I understand why.

I wrote all about it in my new blog '[Defeating your HR software Frankenstein](#)'.

It can be hard to know where to start when it comes to creating a cohesive workforce management system. The first step is knowing what to focus on.

I've included a link to our handy guide that will help you identify where to start to disassemble your Frankensoftware monster and consolidate your technology stack.

[Download the HR Tech Consolidation Guide](#)

(There's no form to fill out – it will download in PDF format immediately.)

Happy reading!

Kind regards,



Kathryn Bonanno
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Email 2 in sequence to nurture contacts who've received a demonstration - 57.7% open rate, 13.3% click through rate from opens. Launched 10 July 2019.

Subject line: *A no-nonsense guide to purchasing software*

roubler.

Hi there,

Using a system that works from one database – a single source of truth – saves hundreds of hours in data entry, simplifies your processes, and keeps your business compliant. It's seamless workforce management in the truest sense.

But with so much information in the market it can be difficult to find, and choose, the right software for your needs.

I thought you might find our *Complete Guide to Purchasing HR Software* helpful. It includes some thought-provoking questions, easy-to-use-checklists and template comparison charts.

[Download the Complete Guide to Purchasing HR Software](#)

(There's no form to fill out – it will download in PDF format immediately)

If you have any questions about workforce management software or what Roubler can offer, please [send me an email](#) or book a time for a quick chat in my diary:

Have a great week.

Kind regards,



Kathryn Bonanno
Head of Sales, Australia & NZ
P 1300 833 137
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Email Newsletter July 2019 – Australia – 46.4% open rate, 15.4% click-through rate from open.

Subject line: *Your monthly resource round-up - July 2019*

roubler.

Your monthly resource round-up.

Hi there!

Here's this month's selection of the best workforce management blogs and resources from Roubler and beyond.

Looking for more tips and templates? Take a look at our resources toolkit.

[Take me to the toolkit](#)



What is workforce management?

Is there really a difference between HR and workforce management or is it just a new buzzword? We take a look at what it really means and why this term is here to stay.

[Read the full article](#)



How a recent \$243k Fair Work penalty could have been avoided

The FWO recently levied a heavy penalty against a Melbourne retail business. More shocking than the business practices that led to the fine, is that the breaches were completely preventable.

[Read the full article](#)



When is an employee not an employee?

The world is still wrangling with how to classify gig workers. Where do employers draw the line between employees and contractors? The FWO's recent decision about Uber drivers is just the start.

[Read the full article from HRM](#)

Veracity Content.

COPYWRITING | COPY-EDITING | PROOFREADING | CONTENT STRATEGY

Email 4 in lead nurturing sequence for website downloads - 67.7% open rate, 25% click through rate from opens.

Subject line: *An HR technology success story in 2 minutes*

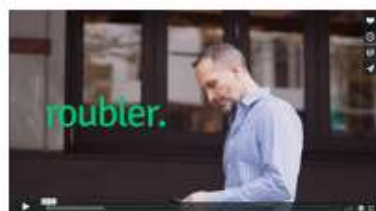


Hi there,

Finding the right system and getting employees on board is a huge part of your challenge to consolidate your HR technology set-up. I hope the resources I've sent you have made this easier.

It can also help to hear how others have found success with a new system, so I wanted to share with you a story from one of our valued customers, Potts Point Hotel.

[Watch the Potts Point Hotel story >](#)



As a large corporate-owned hospitality venue in Sydney, the implementation of Roubler's all-in-one workforce management system has provided Potts Point with significant cost and time savings by eliminating multiple processes and disparate software systems.

If you'd like to discuss how [Roubler's all-in-one workforce management system](#) can deliver the same results for your organisation, I'd be delighted to have a chat with you over the phone. Just book a time in my diary:.

Best regards,

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