



Ministry of Sound

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Callan Harris, Online Marketing Manager



Ministry of Sound is most famous for its club, launched in 1991 which established a worldwide cult following of clubbers. Since then, Ministry Of Sound has built a renowned brand, enabling followers to access music and products through a variety of channels including internet, radio, mobile, global tours and of course, Ministry of Sound venues.

Over 1,000,000 emails every month are dispatched to clubbers around the world via the Communicator® platform. Callan Harris, Online Marketing Manager for Ministry of Sound explains more.

“Email provides Ministry of Sound with a personal communication channel to our consumers. It enables two way conversation and feedback which is critical to the continued growth and success of Ministry of Sound.”

“Communicator® provided us with everything we needed to drive our email communications forward. From easy upload of data and html, ease of use, delivery reporting through to customer support, Communicator® was the obvious choice.”

“Our delivery has consistently improved with the advice from Communicator Corp”

“The consultancy we received, especially at implementation, has ensured our digital communications are, and continue to be, very successful. The online team ensure that email communications are dispatched for all Ministry of Sound’s business units.”

“Having chosen Communicator Corp, we were advised to evaluate our email creative and template design. Our Digital Marketing Consultant advised us on how we should be designing our emails for greater response rates and interactivity, however, there was internal resistance to the changes we were proposing.”

“Through testing and using the reports in the Communicator® Response Engine, we proved that these creative changes made a significant difference to response metrics, and with the advice of our Digital Marketing Consultant, gained internal buy in for the changes we were making to our email communications.”



“As well as changes to our email templates, our data was compromising our reputation and delivery.”

“We worked closely with our Digital Marketing Consultant to cleanse our data and improve our delivery. Our delivery has consistently improved with the help and assistance of our Digital Marketing Consultant and the reports we access through the Communicator® platform, resulting in whitelisting status being attained with AOL.”

“The reports which Communicator® provides us with are excellent, especially the click overlay analysis. It gives us precise data as to what our target markets are interested in and we can tailor our communications and online content accordingly.”

“Communicator Corp help us to achieve higher email response metrics, which results in more traffic to our website and therefore greater ad revenue, helping us to achieve our targets.”



Contact The Communicator Corp to discuss your Digital Communications. Phone 0870 286 1520 or go to www.communicatorcorp.com