

Our clients consider having access to our team as having their own design and marketing department... without the headaches of in-house staff. By using our services, our clients save in overall overhead and employee costs, gain control of their brand communications, produce powerful creative and, best of all, get on-time and personalized service.

William Penn Inn

“Working with Niki and the team at Kulture Konnect is a real pleasure. We do a weekly eblast to our customers announcing the upcoming dinner additions and it is always a “last minute” deal. As a result, they have to turn it around in about an hour or so each week It always works and they get it done!”

M. Gretchen Dowling, Vice President, Director of Human Resources

CHALLENGE

Create a weekly eblast where we usually get all of the elements the same day the blast needs to be released.

SOLUTION

The solution we came up with for William Penn Inn was to create a template that can be quickly changed out every week. Photos and text are updated and then programmed for test versions and sent to the client. Once the eblast is approved we schedule it for immediate release to their email database. Each Friday morning is a scramble, but everything always goes out smoothly and quickly.

