



CONCRETE LILIES
SERVICES (“CLS”)
NEWSLETTER

CASE STUDY.

Concrete Lilies Services (“CLS”) is an established real estate company offering Construction, Remodelling/Renovations and Building Maintenance Services.

Their core purpose is to help clients realise their building infrastructure ambitions while maximising the utility value of existing real estate assets. CLS has grown tremendously since it began operations in 2009 within the building services industry.

RDM was given an opportunity to create a beautifully customised newsletter to send out to their clients. We also ensured that the newsletter was mobile friendly and responsive. The results were very outstanding and as such we achieved an open rate of over 20% and a click through rate of over 5%. Our customers are pleased as we are.

