

Z-Wave Newsletter: Expanding Thought-Leadership and Engaging Membership

"Delivering a newsletter on a regular basis is difficult enough; making sure the content is compelling, each issue has a cohesive theme, contributions are consistent, and the issue is sent on time is a major achievement. Our newsletter is an important communication vehicle, and Caster has really driven the content and delivery!"

- Mitchell Klein, executive director, Z-Wave Alliance

campaign highlights

- The Z-Wave Alliance's industry-facing newsletter was revamped to include a new, design-conscious template, an editorial calendar, and fresh content and trends that matter to the smart home and related IoT industries.
- The newsletter drove increased open and click-rates with engaging and diverse content from a variety of contributors; it also increased member participation with new monthly topics, outreach and social media, and content marketing efforts.
- Email open-rates increased from 10- 15% to over 75%; unsubscribe-rates decreased from 2-3% to less than a percentage point.

client



The Z-Wave Alliance, formed in 2005, is a global consortium of over 700 leading companies dedicated to solidifying wireless networking protocol Z-Wave as the standard for the smart home, with principal members including well-known brands, such as ADT, Alarm.com, Huawei, SmartThings, Silicon Labs, Ring, and more.

www.z-wavealliance.org

services

PR + Media Relations
Digital + Social
Content Programs
Consulting + Strategy

the client



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the problem

The Z-Wave Alliance needed a communications partner to design a series of campaigns with a multi-pronged approach through PR, social media, and digital marketing to help reinvigorate their brand. As a part of the initiative, the Alliance e-newsletter was identified as a key opportunity for growth and rebranding to improve upon internal communications with existing members, as well as thought-leadership for the smart home industry and to garner potential members and external interest.

Though at the time the Alliance was made up of several hundred member companies, the newsletter lacked representation from these brands, and, thus, did not represent the true voice behind the Alliance. The previous newsletter often struggled to deliver compelling content that captured attention and it lacked a definitive strategy.

Prior to the relaunch of the Alliance newsletter in July 2016, the newsletter had an average open-rate of 10-15% per distribution—distributed to over 5,000 contacts—with an unsubscribe-rate of 2-3% per email.

“The relaunch of the newsletter allowed the Z-Wave Alliance to demonstrate their growth and properly represent the leadership position they had taken in the smart home industry with a professional and originally curated newsletter for members, influencers, press, and professionals in the smart home space.”

the solution

Caster developed a new editorial calendar for strategic planning of the newsletter content, and also worked with a designer to create a fresh newsletter template that better aligns with the Z-Wave brand. The new design includes a variety of diverse sections, featuring original, forward-thinking content from Alliance leadership, as well as contributed articles and stories from Alliance members and media partners.

Caster actively engages with Alliance leadership, members, analysts, and the Board of Directors to contribute to the newsletter to consistently deliver a fresh perspective on key trends and topics impacting a variety of verticals, including consumer smart home, the integrator and custom install channel, telecommunications, home security, and energy.

The new structure of the newsletter not only delivers brand new content, but it also gives Alliance members the opportunity to continuously promote the exciting and innovative work they are doing within their respective companies.

To fully encompass the diversity of the Alliance and each vertical that it represents, each newsletter focuses on a new topic, as well as industry events that are happening around the time of distribution.

the results

The Z-Wave Alliance has experienced exponential growth over the last four years, with membership and device certification on the rise. The Z-Wave Alliance has built extensive relationships with high-level trade, tech, and business media and analysts. The relaunch of the newsletter allowed them to demonstrate their growth and properly represent the leadership position they had taken in the smart home industry with a professional and originally curated newsletter for members, influencers, press, and professionals in the smart home space.

Prior to the newsletter relaunch in July 2016, the old Z-Wave newsletter was an RSS feed of the website's news page and garnered an average open rate of 10-15% and an unsubscribe-rate of 2-3% per email. Currently, the open-rate averages at least three times that amount, with a click-through rate exceeding 25%, and an unsubscribe-rate of between 0.1 and 0.2%.

There has also seen a huge surge in member contributions, with many newsletters seeing an up to 50% contribution-rate from non-Alliance staff. The Alliance newsletter has become a must-read publication in the smart home industry, and it continues to help support other marketing and PR initiatives that make the Z-Wave Alliance an industry leader.

The new newsletter even won an award: the 2017 PR Daily Content Marketing Award in the E-Newsletter category.

Learn more about other Caster projects at www.castercomm.com.

25%

click through rate on
newsletter

50%

increase in
contributions from non-
Alliance staff

3x

increase in open rates