

V5R Media

CASE STUDY

**How My Client Is On The Way
To Earn \$12,000/Month
Passively From 2 Simple
Email Automations**

Results Achieved

On track to earn \$12,000/month passively from 2 simple email automations without having to lift a finger.



Services Provided:

- 2 new automated email flows set up
- Automation consulting
- Email copywriting
- Email Flow set up in email software

The Challenge

\$0 in automated income from email marketing and stressed out

This client was in desperate to automate some of their email marketing efforts. This was especially important as they were overworked trying to make up email revenue from just manual broadcast campaigns.

They had a decent-sized list of subscribers and had a lot of traffic going to their site. They just didn't have the bandwidth to put enough energy into their email marketing efforts. With this knowledge, setting up a few core email automations would help solve this problem.

Their team relied solely on manual campaigns. This involves constantly coming up with fresh ideas, writing each email, and scheduling the email every time in their email software provider. So yeah, a lot of focused energy. They knew that email automations existed and that it would alleviate a lot of the stress, but they just didn't know where to start with them.

The Solution

Setting up some core email automations to passively boost revenue with no extra effort

Following the discovery call with the client, they decided to work with Jack on a smaller pilot project to set up 2 “low-hanging fruit” automations - Abandon Cart and Abandon Browse.

Jack guided them to map out the flows and decide on the best messaging for the target audience. Everything from the customer avatar to the market sophistication to the level of the email subscriber's awareness of the product was taken into account.

Once the best strategy for these 2 automations was defined the emails for them were written and they were set up in the client's email software.

The big win came from seeing first-class results within the first week of setting them up. Combined, they brought in \$3k in the first week on autopilot. So over the month, they will be projected to earn \$12k in passive revenue from just those 2 core automations.

The Result:

Abandoned Cart

Checkout Started

▶ Live

Today at 7:33 PM

\$1,278.22

Browse Abandon Flow

Viewed Product

▶ Live

Today at 2:34 PM

\$2,012.43