

# V5R Media

## CASE STUDY

**\$2.3k+ In Revenue In 2 Weeks  
For A Brand New Company  
Starting With 0 Email  
Subscribers**

## Results Achieved

Brand new company with ZERO email subscribers hit \$2.3k+ in 2 weeks with only 2 automation email flows set up and and email capture strategy.

### Services Provided:

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

## The Challenge

### Brand new company struggling to make sales with unprofitable ad spend

This client was a current client of mine with one of their other companies. I don't usually take on brand-new companies as clients but since the trust and relationship was already there I thought why not. We wanted to grow the list and set up some core email automation flows to make the most out of the traffic they were buying on the backend.

They had 0 email subscribers and limited traffic going to their site as they were testing ads trying to find one that showed promising signs of performance before putting serious money behind it. In the meantime, my task was to get people on their list and have some solid automatic emails fire off to make sales and recoup some ad spend.

The team knew that email automations would make the most sense to set up first and would alleviate a lot of the stress, but they just didn't know where to start with them for a brand-new company.

# The Solution

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

Following the discovery call with the client, the initial project was to set up 2 “low-hanging fruit” automations - Abandon Cart and Welcome.

I 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 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 \$2.3+k in the first 2 weeks on autopilot with only a small number of people joining the list and going through the flows.

## The Result:

