

# V5R Media

## CASE STUDY

### **How I Helped My Client Increase Monthly Email Revenue By 92% Even While Their Overall Revenue Was Declining**



R

Hey

Thank you all for all the hard work you've put on our accounts for the past 6 months!

Thanks for being patient and supportive, and for all the teachings and learnings. I know our brands aren't the easiest because of all the dos and don'ts in communications

## Results Achieved

92% increase in monthly email revenue and a clear campaign & automation strategy.



### Services Provided:

- 5 new automated email flows set up
- Automation consulting
- Email copywriting
- Campaign strategy that can be continuously re-used
- Email software management

## The Challenge

### Increasing Monthly Recurring Email Revenue

This client was looking for help to increase their monthly email revenue. This was especially important as their overall business revenue hit a slight decline.

They had a small and growing list of customers, but they struggled to get repeat purchases from loyal customers on their list and had only dabble in emails as a marketing channel in the past.

Over the years, their team relied mainly on paid advertising to get new customers. They wanted to make the most out of their advertising dollars spent, and to offer their existing list of customers more opportunities to buy from them.

One big hurdle the brand had was finding an email marketing specialist who aligned with their values. The brand wanted to ask their list to buy from them without sounding salesy or seeming desperate. They had to build trust to sell their products and didn't want to tarnish that relationship for a couple email sales.

Because of this, my client let out a huge sigh of relief when they found an email marketing partner who believed in value alignment, and focuses on relationship-building with email, not just transactions.

# The Solution

## Creating a relationship-building campaign and automation strategy that got people hooked on the brand

Following the discovery call with the client, they decided to work with Jack and increase their monthly email revenue.

Jack guided them on the best way to ask for the sale with email while maintaining trust with the brand's customers.

Once the best campaign strategy was defined and the automations were in place, Jack was able to reveal more opportunities for increasing email revenue. He shared how sending direct-response style, trust-earning sales emails would continue to increase the brand's email revenue without burning out their list.

A big win came from customers who would reply to the emails and mentioned how much they loved receiving and reading them.

This balance between selling and serving is what helped increase the monthly email revenue.

## The Result:

### Business performance summary

Aug 1, 2023 - Aug 31, 2023

[View dashboard](#)

**\$28,403.01**

Total revenue

↓ 16% vs. previous period

**\$10,529.57**

Attributed revenue (37.07% of total)

↑ 92% vs. previous period

*Email Revenue*